



25,000 people **ON THE MOVE**

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L&T Health and Fitness Celebrates 25 Years With Over 13,000 People **ON THE MOVE**

Falls Church, VA— The **25,000 ON THE MOVE** Challenge was designed to get 25,000 people to commit to physical activity for 25 days during the month of June. L&T Health and Fitness (L&T) wanted to showcase its business milestone, 25 years, with a program that encouraged physical activity for exercisers and, more importantly, attracted non-exercising Americans. L&T also wanted to give-back to the industry by raising awareness of Augie's Quest, the Muscular Dystrophy Association's (MDA) research initiative to find treatments and a cure for ALS, and donating to the cause.

The **25,000 ON THE MOVE** Challenge asked participants to commit to 15-minutes of activity each day with no restrictions on the type or intensity of activity. Individuals were able to participate anytime, anywhere, and they were eligible to win a prize, simply by logging their daily activity.

Participation in the **ON THE MOVE** Challenge was free and open to everyone. L&T reached out to its fitness center members, non-members, children, seniors and the community... schools, businesses, professional associations, network groups, churches, family and friends.

Participants tracked daily activity through L&T's web page linked to the President's Council on Physical Fitness and Sports' President's Challenge. A paper tracking form was also available. L&T had 13,056 **ON THE MOVE** participants. Ninety-two percent of these participants tracked their activity online and eight percent tracked their activity on paper. L&T's **ON THE MOVE** team was the largest nationwide group to participate in the 2009 President's Challenge, making up 26% of their total number of participants.

Participants who logged their activity each day during the challenge were eligible for a \$25 gift card drawing. At the end of the challenge, 25 people who had completed 25 days of physical activity were eligible for grand prizes which included two LifeFitness bicycles; \$250 cash award; sporting equipment; and fitness apparel.

Electronic newsletters with brief articles encouraging physical activity, a health/fitness question and answer section, and tips on how to increase daily activity motivated people throughout the



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program. A free webinar on *Energy and Performance* was offered to all **ON THE MOVE** participants.

ON THE MOVE increased exercise adherence and attracted non-exercisers because activity could be done anywhere. **ON THE MOVE** showed organizations that their employees could increase their daily activity and see remarkable results. One participant said, *"Thank you; it was fun doing the challenge and I lost 12 lbs. since the challenge started."*

Through **ON THE MOVE**, L&T raised awareness and was able to collect donations for Augie's Quest via the internet while fostering a sense of community using the web. A combination of L&T's contribution of 25¢ per registrant and donations from **ON THE MOVE** participants raised nearly \$3,500.

L&T is rewarding organizations for their participation in **ON THE MOVE**. The principals and teachers of two elementary schools incorporated **ON THE MOVE** into daily classroom activities; this fall, L&T will reward these schools with 100% participation certificates at their County School Board meetings. Industry partners, clients, churches and companies will receive *Outstanding Participation* awards at upcoming meetings and conferences.

The feedback from **ON THE MOVE** participants has been overwhelming. Participants have raved about the "shift in thinking that has to take place when you have to be active for at least 15-minutes every day". It requires more of a lifestyle change than a commitment to exercising. One mother wrote: *"Thank you! I am constantly thinking about how to incorporate our daily activity."*

Everyone who participated had an equal opportunity to win a prize. A daily prize winner said, *"I just log my run right when I get back to my desk each time - and I won! I never win anything! One participant commented, "This is awesome! It is so great to get points for something I would have done anyway!" A school parent wrote: "This was a great thing to bring to our school. I think it really did raise awareness, which is what will combat this inactivity problem. Thanks."*

In summary, **ON THE MOVE**:

- Was free
- Was easy to register and record activity
- Was simple, requiring only 15 minutes per day
- Allowed all ages to participate, from elementary school students to seniors
- Had no restrictions on when, where, or what type of activity could be performed; activities included walking the dog, school recess; gardening, lawn mowing, tennis, group exercise classes, marathons and triathlons
- Was open to everyone world wide; participants were from Taiwan, Nicaragua, the UK, Argentina and Singapore
- Showed that activity can be more than "going to the gym"
- Showed that just 15-minutes of daily activity can contribute to a healthier lifestyle



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Anyone can throw a big 25-year anniversary party; instead, L&T took the opportunity to promote physical activity, raise awareness and money for Augie's Quest, the Muscular Dystrophy Association/ALS research initiative and get more than 13,000 people to exercise daily during the month of June.

About L&T Health and Fitness

L&T Health and Fitness has 25 years experience providing fitness management, health promotion services, and facility design and consulting services to individuals and organizations nationwide. With 43 fitness/health promotion centers in 10 states plus the District of Columbia, our contracts serve a combined population of over 65,000 employees and community members. For more information about L&T please visit www.LTwell.com.

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