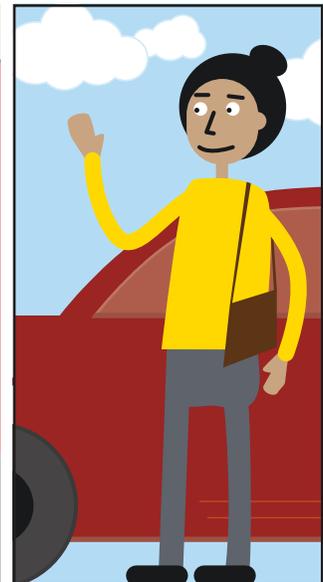
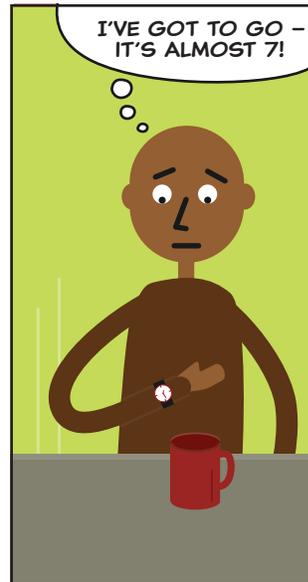


# THE STORY OF Alex & Riley

THEIR JOBS MAY BE DIFFERENT,  
BUT THEIR LIVES HAVE  
A LOT IN COMMON...

EVERY MORNING...



ALTHOUGH THEY LIVE LESS THAN 10 MILES FROM  
THEIR OFFICES, THEY DRIVE NEARLY AN HOUR TO  
WORK BECAUSE THERE ARE NO BIKE LANES OR  
PUBLIC TRANSPORTATION.



FOLLOWING A STRESSFUL COMMUTE, THEY  
START THEIR DAY WITH A LARGE COFFEE WITH  
CREAM AND SUGAR OR A CAFFEINATED SODA.



FOR THE NEXT  
4 HOURS, RILEY  
SITS ANSWERING  
PHONE CALLS FROM  
CUSTOMERS...



AND ALEX - A SOCIAL  
WORKER - MEETS  
WITH CLIENTS.



AT LUNCH TIME, ALEX GOES TO THE VENDING  
MACHINE BECAUSE THERE AREN'T ANY NEARBY  
RESTAURANTS...

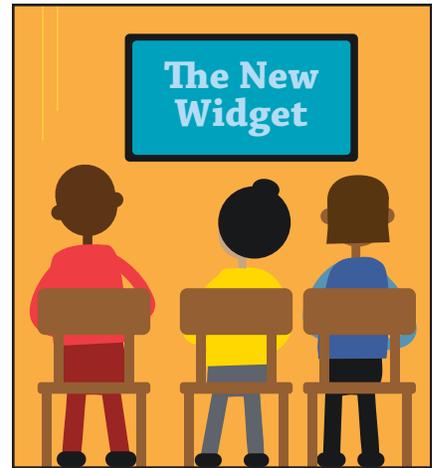


AND, EVEN THOUGH RILEY'S WORKPLACE  
IS LESS THAN A MILE AWAY FROM THE  
CLOSEST RESTAURANT, SHE HAS TO DRIVE  
BECAUSE THERE ARE NO SIDEWALKS AND  
IT'S DANGEROUS TO WALK.

THEY RETURN & EAT THEIR LUNCHES AT THEIR DESKS.



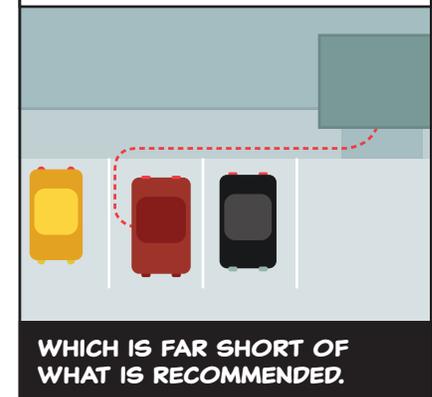
ALEX SPENDS THE AFTERNOON ON THE PHONE WITH CLIENTS... AND RILEY SITS IN A COMPANY TRAINING. THEY BOTH LEAVE WORK AROUND 5 PM.



THEY ARRIVE HOME AT 6:30 PM AFTER PICKING UP THEIR KIDS. THERE'S SO MUCH TO DO BEFORE THEY CRAWL INTO BED... JUST BEFORE MIDNIGHT.

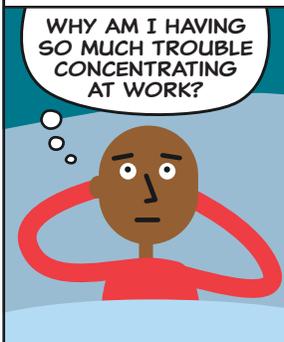


LIKE MANY OF US, THE ONLY PHYSICAL ACTIVITY THEY HAD ALL DAY ARE THE SHORT WALKS FROM THEIR HOMES TO THEIR CARS & FROM THEIR CARS TO THEIR OFFICES...

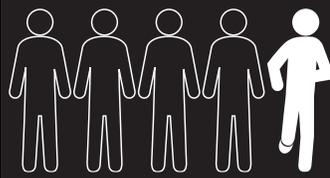


WHICH IS FAR SHORT OF WHAT IS RECOMMENDED.

PHYSICAL ACTIVITY INCREASES OUR PRODUCTIVITY AND REDUCES OUR RISK OF DEPRESSION, DIABETES, HEART DISEASE, CANCER, AND EARLY DEATH.<sup>1</sup>



HHS RECOMMENDS THAT ADULTS PARTICIPATE IN AT LEAST 150 MINUTES OF MODERATE-INTENSITY AEROBIC ACTIVITY AND 2 DAYS OR MORE OF MUSCLE-STRENGTHENING ACTIVITIES EVERY WEEK.<sup>2</sup>



YET, 4 IN 5 ADULTS ARE NOT GETTING EVEN THAT MUCH PHYSICAL ACTIVITY.<sup>3</sup>

HOW DO WE SUPPORT PHYSICAL ACTIVITY AND WELLNESS IN AND AROUND THE WORKPLACE? LET'S GET STARTED.

