



COPY FOR EMPLOYER WEB SITE

TURN A *WORKING* LUNCH INTO A *WALKING* LUNCH!

Join us for the Fifth Annual **National Walk @ Lunch Day**[®] on April 25

Join [EMPLOYER] and tens of thousands of walkers nationwide for **National Walk @ Lunch Day** on April 25, 2012.

National Walk @ Lunch Day is the first step towards making a big difference in the health of all Americans. When done briskly on a regular basis, walking can help:

- decrease the risk of heart attack and type-2 diabetes,
- control weight,
- improve muscle tone,
- and reduce stress, among other benefits.¹

You can take your first steps towards a healthier life on [DATE], at [LOCATION]. Employees from [PARTICIPATING EMPLOYERS AND ORGANIZATIONS] will gather for a brisk 30 minute walk at lunch. Walkers will also receive [INSERT GIVEAWAYS] to help them begin a daily walking routine and manage their health. [ADDITIONAL EVENT INFORMATION HERE].

This walk at lunch is an easy and fun way to begin your own walking routine and manage your health. For more event information contact [INSERT CONTACT INFORMATION].

Independence BlueCross is an independent licensee of the Blue Cross and Blue Shield Association.

¹ Mayo Foundation for Medical Education and Research, "Walking: Trim your waistline, improve your health," December 18, 2010.