A stylized, high-contrast illustration of a person running. The person is depicted with a thick black outline and is wearing a pink long-sleeved shirt, blue pants, and a purple backpack. A large gear is positioned over their chest. The background features a yellow sun with rays, a grey cloud, and a green tree on the left. The entire scene is framed by a thick black border.

**FOR AN
AFFORDABLE
WELLNESS
PROGRAM
THAT WILL
STILL BE
CHANGING
LIVES A YEAR
FROM NOW...**

JUST FOLLOW THE LEADER

WE GET PEOPLE



WALKING IN GOOD COMPANY



DEVELOPED BY THE
EDITORS OF WALKING MAGAZINE.

WE'RE WITH YOU
EVERY STEP OF THE WAY.

WALKING
MAGAZINE

The Surgeon General has made it clear that an active lifestyle lowers the risk of many diseases, makes people more productive, and promotes a general feeling of well-being.

So why are so many people still inactive? As the editors of *WALKING MAGAZINE*, we've spent years studying why some exercise programs work and some don't. And we've turned our discoveries and success stories into *WALKING IN GOOD COMPANY*®, a healthy-lifestyle program that guides people to better health through increased activity.

M O V I N G

THE ONLY PROGRAM OF ITS KIND.

Walking is the perfect exercise. It's more accessible, more enjoyable, likely to keep more people involved, and ultimately more effective than any other activity. To put it simply, walking is the right choice around which to build a broad-based wellness program.

Even so, most other programs offer you a canned solution and a handshake. What makes *WALKING IN GOOD COMPANY* so unique is that it's customized to fit your needs and budget, and it offers a unique support system to ensure long-term success.

A CUSTOM PLAN.

You pay only for what you need.

Our program specialists work with you before recommending an appropriate solution.

We can help you set up a sophisticated company-wide walking club that features motivational speakers and regular on-site visits from experts. Walking teams that regularly compete for prizes. A casual group of walkers led by a volunteer leader. A support program for solo walkers. Even a low-cost, prepackaged, everything's-included "Walking Program in a Box."

We'll help you determine what will work best for your people. And we'll provide you with all the materials you need to make your program successful.

But our work doesn't end there.



ONGOING SUPPORT.

The often overlooked secret of success.

Like any other exercise program, a walking routine can be difficult to maintain. The weather turns. Schedules fill up. People's priorities change. And before you know it, they're sedentary again. That's why *WALKING IN GOOD COMPANY*'S unique support systems are so important.

We use individualized support, peer leadership, ongoing communication, and positive feedback to keep the excitement level high and maintain increased physical activity. This way your program doesn't dwindle to just a few dedicated participants after a few months.

**EXCLUSIVELY FROM
WALKING IN GOOD
COMPANY:**

Tools for long-term success

WALKING IN GOOD COMPANY is the only program to combine the benefits of walking with peer support and other motivational strategies. So people make a total lifestyle change, with maximum benefits to their health.

The walking program leader plays an important role in the success of the program by getting people on their feet and keeping them moving. A leader could be an employee volunteer, human resources manager, or program director, or you may choose one of WALKING IN GOOD COMPANY'S professionals to act as your walking leader.

To motivate and support the leader...

and make his or her job easier, you can choose from a number of tools to create a custom solution for your organization, including:

Club Leader's Guide A comprehensive instruction manual and reference book, with tips on planning, launching, and leading a successful program.



M O V I N G A N D K E E P I N G

Answer Line Helpful advice and answers to questions are just a toll-free phone call away.

Mentoring Program specialists will check in and offer leaders ongoing individualized assistance.

Free Subscription Every two months, leaders receive a wealth of smart health and fitness information in WALKING MAGAZINE.

Monthly leader letters and bulletins WALKING IN GOOD COMPANY stays in touch, with a steady flow of helpful information and encouragement.

Promotional Materials To create and maintain excitement, we offer posters, table tents, prewritten newsletter articles, and more.





To ensure walkers have what they need...

WALKING IN GOOD COMPANY offers many ways to inspire walkers. Whether walkers are working closely with a group leader or participating in a more individualized program, they do much better when they have guidance and support materials, such as:

90-Day Fitness Walking Book A day-by-day guide to the secrets of lifelong good health and fitness.

P T H E M

New Walker's Logbook

The walker's constant partner, offering inspiration and encouragement every step of the way.

Program Selector Sheet For help in determining a walking workout that's challenging without being too demanding.

Participant HealthLine A toll-free hotline for answers to health and fitness questions--and pats on the back to keep motivation high.

Goal-Setting Worksheets Helps overcome one of the leading obstacles to success: the lack of a goal.

Pocket Guide An interactive "everything you need to know about walking properly" guide.

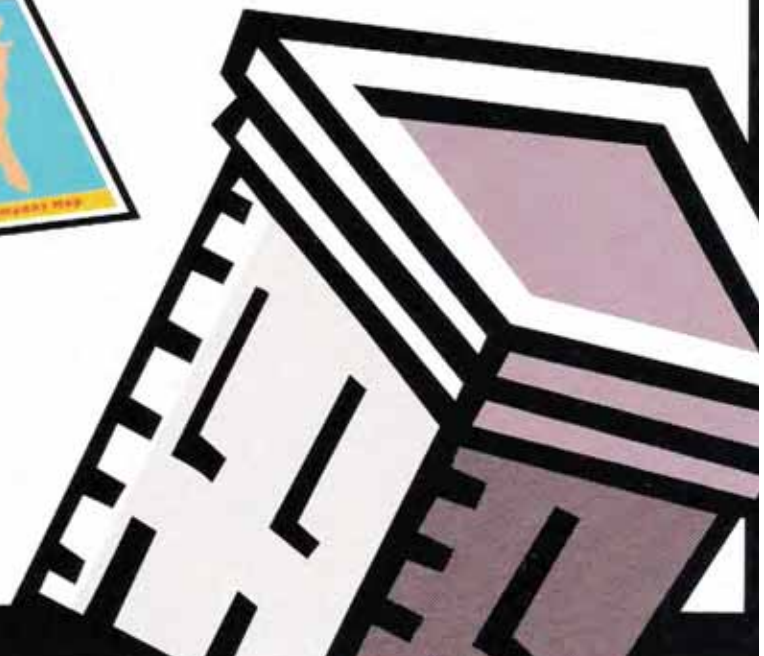


And to keep everyone moving...

WALKING IN GOOD COMPANY can also include: Certificates of Achievement, incentive prizes for friendly competitions, a game that lets participants walk to faraway places, and many other motivational tools we've developed to effectively boost enrollment and maintain participation.

FOR MORE INFORMATION ABOUT THE ECONOMICAL WAY TO GET PEOPLE MORE ACTIVE, CALL 800-286-3360 TO SPEAK WITH A WALKING IN GOOD COMPANY PROGRAM SPECIALIST.

M O V I N G



WALKING IN GOOD COMPANY



WALKING IN GOOD COMPANY PROVIDES ALL THE NECESSARY ELEMENTS OF A SUCCESSFUL WELLNESS PROGRAM:

- 1. Reach** Anyone can enjoy and benefit from a walking program regardless of age or fitness level.
- 2. Response** We've lowered the barriers so more people can—and do—give walking a try.
- 3. Retention** We provide ongoing support, because while walking is easy, staying motivated is not.
- 4. Results** WALKING IN GOOD COMPANY will help people lower their risk of many diseases, become more energetic, lose weight, improve cholesterol levels, reduce anxiety, and feel better about themselves.

WALKING IN GOOD COMPANY has already helped a number of organizations design, implement, and maintain healthy lifestyle programs. To find out how to get your organization started, call 800-286-3360.

WALKING IN GOOD COMPANY is offered by the editors of WALKING MAGAZINE, The Magazine of Smart Health and Fitness.



WALKING
MAGAZINE

9-11 Harcourt Street, Boston, MA 02116
©1997 Walking, Inc.

