

Sponsor *Walking Works*

The Blue Cross and Blue Shield Association, in partnership with the President's Council on Physical Fitness and Sports, is sponsoring *Walking Works*, a campaign to help Americans live healthier lives by helping them set and achieve personal walking goals. Everything you do to encourage your employees will make a big difference the program's success.

Here's how you can sponsor *Walking Works*SM at your workplace:

- Launch *Walking Works* with a visible splash
- Make *Walking Works* a part of your workplace environment
- Encourage lunchtime or before-work walking groups
- Offer incentives to employees who stick with the program and meet their goals
- Resources available to you include:
 - The *Walking Works Guide* – a simple, easy-to-use guide for your employees
 - Fliers that you can print out to help you launch and promote *Walking Works* — Starting the *Walking Works* Program, Walking Basics and *Walking Works* for Everyone