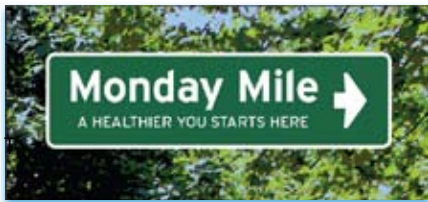


Once a week, cut out meat



Commit to stay quit every Monday



Take your body for a ride



Stick to 2000 calories each Monday



Take steps for your health

Healthy Monday initiatives

WHAT IS HEALTHY MONDAY?

We're a national movement to help Americans start and sustain the lifestyle behaviors that can end chronic preventable disease.

WHY BOTHER?

Chronic conditions like heart disease, stroke, diabetes and cancer cause 70% of all deaths in the US. And they are preventable. Also preventable are the resulting billions of dollars in health care costs and productivity losses.

WHY MONDAY?

Monday is a proven help in starting and sustaining behavioral change. Monday is the day most people start diets and exercise programs and quit smoking.

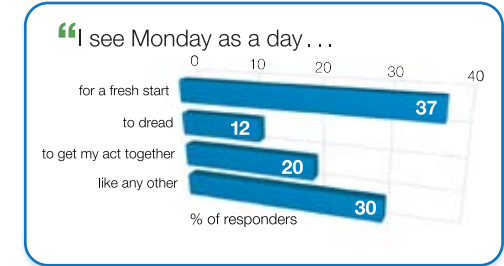
A Monday start increases the likelihood of long-term success with weekly positive reinforcement.

WHAT DO WE OFFER?

We help our associates use the weekly motivation day to move healthy products or services, raise funds, reduce health-care costs, sustain awareness and drive behavior change programs.

We do this by providing, on a case-by-case basis, health-related content, tips and compliance tools, marketing concepts, add-ons to boost media exposure and ready-to-scale programs.

MONDAY: A WEEKLY NEW BEGINNING



FGI study results, 2008

WHO'S BEHIND IT?

A non-profit organization founded in 2005 in association with Columbia University, Johns Hopkins University and Syracuse University in order to apply marketing best practices to public health challenges.

WHO'S WITH US?

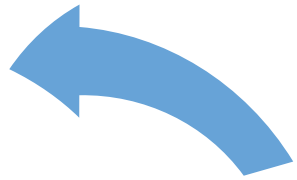
In only a few years the Monday movement has grown to include an impressive array of non-profit organizations, businesses, schools and universities, communities and media outlets.

WHAT ARE WE LOOKING FOR?

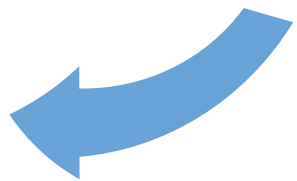
Associates in health and wellness who can help us help Americans live healthier each week.

JOIN US. info@healthymonday.org

HealthyMonday.org



**Look at
the many
ways
Monday
can work
for you!**



participating partners



in association with



among many others!

For more info:

HealthyMonday.org

The Monday Campaigns
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Healthy Monday is a project of Columbia University Mailman School of Public Health, Johns Hopkins Bloomberg School of Public Health and Syracuse University Newhouse School of Public Communications

**The
day all
health
breaks
loose**



Healthy Monday