



Nostalgic. Simple.

Enormously Fun.

The fitness program that gets everyone on the road to better health.

“This is a great and fun motivator. I have the opportunity to walk at lunch for 1 hour daily and always found excuses. Now I’ve developed better habits and walk most days. Route 66 kept me on course.”

“I like the little tidbits about sights to see along Route 66. It makes me want to travel it in the future.”





What Is *Get Fit on Route 66*?

A health improvement program designed to help everyone get fit and have fun while tracing the famous route of this legendary highway — The Mother Road, Main Street of America, The Glory Road — from the shores of Lake Michigan to the Pacific Ocean.

How Does It Work?

For every minute participants exercise, they mark off 1 mile along the 2448-mile route — if they log 30 or more minutes a day, they earn a Route 66 road sign. With more than 40 physical activities to choose from, participants complete the program feeling more energetic — and with daily fitness as part of their lifestyle.

Who Can Participate?

Get Fit on Route 66 lets participants travel at their own pace, so it's perfect for every fitness level. With so many activity selections, anyone can successfully negotiate this road to better fitness.

What Is *Team 66*?

Team 66 is an optional competition that emphasizes consistency — the group that averages the highest number of Route 66 road signs and daily exercise minutes wins. This fun, encouraging addition helps build camaraderie and enhance motivation, as participants not only contribute to their own success, but to their team's as well.





Online Campaign

Engaging graphics, a classic car that travels to interesting places along the legendary highway, and easy-to-use logging tools make this all-time favorite health improvement program a hit. Features and advantages include:

- Individual participation and team competition
- Program length determined by pace — 12-17 week average
- Organization branding — your unique URL and logo on every screen
- Program flexibility — adjust success criteria to fit your culture
- Registration, communication, and evaluation handled right from your desktop
- Fun, interactive “map” logging form
- Daily tips, healthy roadside recipes, and informative articles
- *MapWalk™* — an easy way to create walking, biking, or jogging routes anywhere
- Links to the web’s best resources on physical activity
- Great incentives
- Pre/post evaluations
- Up-to-the-minute participation reports.

Participant Results

- 89% feel they're in better physical condition after completing the program
- 90% believe tracking activity online helped them be more consistent with exercise
- 99% would participate in a similar program in the future

Register for a no-obligation demo* at www.GetFitonRoute66.com.

* This demo is a guided tour of the user site as well as administrative functions and reports. A Health Enhancement Systems account manager will contact you to arrange a convenient time (allow 45 minutes) for your wellness team members to participate in the live demo.

Get Fit on Route 66 Order Form

Fax: 989.839.0025 Call: 800.326.2317

Mail: Health Enhancement Systems, PO Box 1035, Midland MI 48641-1035

Product Code	Description	Qty	Price	Total
R-300	Get Fit on Route 66 Paper Kit		\$299	
R-308	CD Upgrade		\$50	
P-101	Health Promotion Practitioner — 1-year subscription (save \$30 on Get Fit on Route 66)*		\$119	



*** Subscribers to the Health Promotion Practitioner SAVE \$30 ON Get Fit on Route 66**
Call for free sample issue — 800.326.2317.

Order Subtotal	
Subscriber discount	
Shipping/handling (7%** or \$8.50 minimum)	
6% sales tax (MI only)	
Total	

Name _____

Title _____

Organization _____

Address _____

City _____ State ____ Zip _____

Phone _____ Fax _____

Email _____

**7% on the total amount of orders within the 48 continental United States; for Alaska, Hawaii, and all other countries, actual postage plus \$8.50.

CD Usage Rights

CDs allow you to modify the text files in the coordinator guide and participant materials. Printed items (binder and trip log) are not included. Program text is in both Microsoft Word and text file formats. PDF files of the coordinator guide and reproducible kit pages are provided, as well as a program logo for use in newsletters or other program advertisements. The logo may not be used to create wearables or other branded incentive items. Confirm your internal capabilities with your graphic design department or provider. CDs are for use in 1 organization; no content may be redistributed or resold.

Sign me up for the FREE *Wellness Solutions* e-newsletter

Payment Method:

<input type="checkbox"/> Check enclosed Fed ID#: 38-3193659 Payable to: Health Enhancement Systems	<input type="checkbox"/> Visa <input type="checkbox"/> MC Card number _____ Exp. date ____ / ____	<input type="checkbox"/> Bill my organization PO# _____ Signature _____
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As with all Health Enhancement Systems products, there's no risk, ever. Use your company credit card or purchase order, examine the kit for 30 days, and if it doesn't deliver everything we say it will, return it and owe nothing!



Incentive items are available at quantity discounts. You don't need to leave your office — just complete the order form and mail or fax it to us; we'll have the items to you within 13 business days. (Prices, designs, availability, and products are subject to change.) We'll customize T-shirts with a 1-color organization or program logo — see the chart below for additional charges. Send us your 1-color EPS file with your order and preferred placement.

PRICE LIST

Product Code	Incentive	12*-24	25-99	100-199	200-499	500-999	1000-2499	2500+
R-304	T-shirts	\$8.95	\$8.65	\$8.32	\$7.99	\$7.66	\$7.33	Call
CL-001	Custom Logo**	NA	2.05	1.55	1.05	.90	.70	Call
R-305	Travel Tumbler	4.98	4.48	4.28	4.08	3.98	3.78	Call
R-309	Safety Strobe	2.23	2.12	2.01	1.89	1.77	1.66	1.55
R-310	Fuzzy Dice	4.50	4.22	3.98	3.55	3.32	3.13	Call
R-311	Trip Log	7.95	7.45	6.95	6.45	5.95	5.45	Call
EW-CFMH-1	<i>EatingWell's Comfort Food Made Healthy Cookbook (<12 \$19.95)</i>	18.95	17.95	16.95	15.95	14.95	13.95	Call

*Minimum quantity on all items except cookbook

**Custom logo available only on T-shirt orders of 25 or more

INCENTIVE ORDER FORM

Product Code	Incentive	QTY	M	L	XL	XXL*	Custom Logo	Price/Unit	Total
R-304	T-shirts								
CL-001	Custom Logo								
R-305	Travel Tumbler								
R-309	Safety Strobe								
R-310	Fuzzy Dice								
R-311	Trip Log								
EW-CFMH-1	<i>EatingWell's Comfort Food Made Healthy Cookbook</i>								

*XXL T-shirts add \$1.40 each

Order subtotal

6% sales tax (MI only)

7% shipping and handling (\$8.50 minimum)

Total

For Fast Response...
Fax Orders to 989.839.0025
 or call 800.326.2317 (989.839.0852)

Orders over \$500 must be prepaid or have attached purchase order number and authorized signature.

SHIP TO: _____ Customer ID # _____

Name _____

Organization _____

Street Address _____

City/State/Zip _____

Phone _____ Fax _____

Email _____

Signature _____

Sign me up for the FREE *Wellness Solutions* e-newsletter

BILL TO (if different):

Name _____

Organization _____

Street Address _____

City/State/Zip _____

Phone _____ Fax _____

PAYMENT METHOD:

Check Enclosed # _____

Bill My Organization — PO # _____

Visa/MC # _____

Exp. Date _____ Security Code _____

Make checks payable to:
Health Enhancement Systems, Inc.
 PO Box 1035
 Midland MI 48641-1035