

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.

66 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?

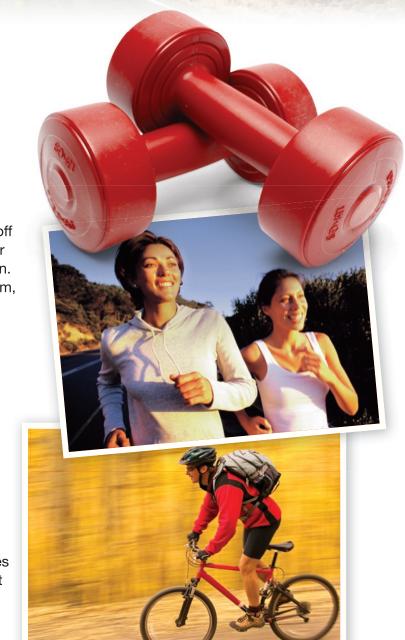
For every minute participants exercise, they mark off 1 mile along the 2448-mile route — if they log 30 or more minutes a day, they earn a Route 66 road sign. With more than 40 physical activities to choose from, participants complete the program feeling more energetic — and with daily fitness as part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





Whether you implement *Get Fit on Route 66* for 10 participants or 10,000, everything you need to plan, promote, manage, and evaluate the program is included as well as a sample of each incentive item — T-shirt, travel tumbler, safety strobe light, fuzzy dice, and *EatingWell's Comfort Foods Made Healthy* cookbook.

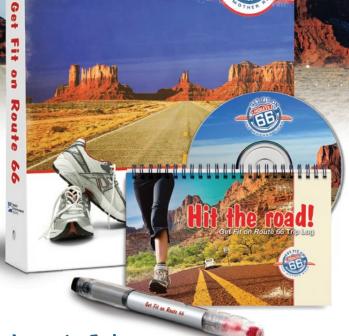
Coordinator Guide

You'll receive marketing and promotion ideas, a reproducible newsletter article, weekly emails, press release, participant letter, action plan, and more. Use the materials as is, or add your logo. We've included sample promotional emails that direct employees, members, or clients to learn more and register.

Participant Materials

Your kit also has registration forms, fliers, postcards, handouts, paycheck stuffers, word games, and great-tasting roadside recipes.





Interactive Tools

A sample Get Fit on Route 66 trip log is included with each kit order. This colorful, engaging "map" of Route 66 has space for participants to record progress, read facts about landmarks along the route, and learn about a variety of fitness activities. Trip logs are needed for participants to track progress (see the incentive order form).

Paper Kit on CD — Only \$50 More

Implementation kit contents (excluding the trip log and binder) are in text files, Microsoft Word, and Adobe® Acrobat® PDFs, so you can modify to meet your specific needs. (See CD usage rights on the kit order form.)

Customizing Options

Want to add your own material on healthy lifestyles? Or create internal promotions to fit your guidelines? Health Enhancement Systems can customize any of the marketing and promotion pieces for you. Call us today for a guote at 800.326.2317 or 989.839.0852.



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
- Links to the web's best resources on physical activity
- Great incentives
- Up-to-the-minute participation reports.



- MapWalk™ an easy way to create walking, biking, or jogging routes anywhere

- Pre/post evaluations

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	ubscription		\$119				
				Order Subtotal			
eractitioner * S	Subscriber discount						
H	Shipping/handling (7%** or \$8.50 minimum)						
S	6% sales tax (MI only)						
C			Total _				
itle		**7% on the - Alaska, Ha	waii, and all other	rders within the 48 contin countries, actual postage			
Jigailizatioii	CD Usage Rights CDs allow you to modify the text files in the coordinator guide and						
Address City Phone	 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 						
Email	provider. CDs are for use in 1 organization; no content may be redistributed						
☐ Sign me up for th	ne FREE Wellness Solutions e-newsletter						
Payment Met	hod:						
Check enclos	ed □ Visa □ MC		□ Bill my o	organization			
Fed ID#: 38-3193 Payable to:	3659 Card number		P0#				
	mant Systems Evn. data /	Cianatura					



Health Enhancement Systems Exp. date_

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.

= LISI	Product Code	Incentive	12*-24	25-99	100- 199	200- 499	500- 999	1000- 2499	2500+
RICE	R-304	T-shirts	\$8.95	\$8.65	\$8.32	\$7.99	\$7.66	\$7.33	Call
ב ו	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	EatingWell's Comfort Food Made Healthy Cookbook (<12 \$19.95)	18.95	17.95	16.95	15.95	14.95	13.95	Call

^{*}Minimum quantity on all items except cookbook

FORM	Product Code	Incentive	QTY	М	L	XL	XXL*	Custom Logo	Price/Unit	Total
INCENTIVE ORDER I	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	EatingWell's Comfort Food Made Healthy Cookbook								

^{*}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

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

or call 800.326.2317 (989.839.0852)

authorized signature.	
SHIP TO:	Customer ID #
Name	
Organization	
	Fax
Email	
Signature	
☐ Sign me up for the FREE Well	llness Solutions e-newsletter
BILL TO (if different):	
Name	
Organization	
Street Address	
	Fax
PAYMENT METHOD	
☐ Check Enclosed #	
☐ Bill My Organization — PO #	
☐ Visa/MC #	
Exp. Date	Security Code
Make checks payable to:	
Health Enhancement Syste	ems, Inc.
PO Box 1035	
Midland MI 48641-1035	

Fed ID#: 38-3193659 HES 2011

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