



# BLUE ZONES®

## ACTIVATE

Backed by research of the original blue zones—rare longevity hotspots where people thrive into their 100s—we help communities transform by making lasting changes to the environment in which people live, work, and play so that healthy choices are easier.

### PROMISES

## Live Better, Longer.

### Healthier, Happier, More Productive Population

Participating communities have experienced double-digit drops in obesity and tobacco use and have saved hundreds of millions of dollars in healthcare costs



Improved Well-Being

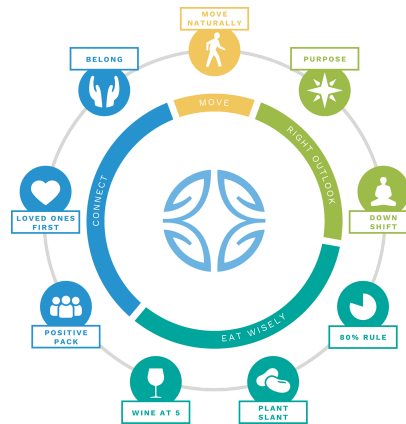


Civic Pride & Economic Development

## Our Surroundings Shape Us

Almost all Americans spend 90% of their lives within 20 miles of home. This is the Life Radius, and that is where we focus using evidence-based lessons longevity from the blue zones called the Power 9.

Our proven groundbreaking solution results in lasting changes to our human-made surroundings and systems which collectively nudge people to move and connect more, eat wisely, and develop the right outlook.



POWER 9®



LIFE RADIUS®



### The Zip Code Effect

Research shows where we live has a bigger influence on our health than our genetics.



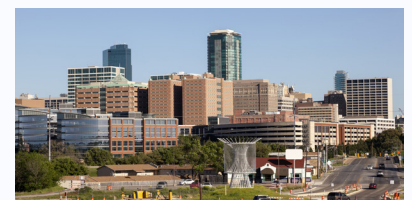
#### ALBERT LEA, MN

- 49% decrease in medical claims for city workers after one year
- 35% drop in smoking rates since 2010
- 2.9 years added to lifespans within one year



#### BEACH CITIES, CA

- 25% drop in obese and overweight adults from 2010
- 36% drop in smoking from 2010-2017
- 11% decrease in prescription costs for the public school district since 2011



#### FORT WORTH, TX

- 31% decrease in smoking from 2014
- In five years, city's well-being score rose from one of the unhealthiest cities in the country to one of the best (185th to 31st)

PROMISES

# Live Longer, Better. Sustainable Community Vitality



Improved Well-Being



Civic Pride & Economic Development

## MISSION

# To empower everyone, everywhere to live longer, better.

## Why We're Different

Blue Zones is a pioneer transforming the health and well-being of entire populations through altering environments—the places and spaces where people live, work, learn, and play. Rather than a siloed approach that concentrates on specific challenges, Blue Zones represents a paradigm shift to focus on root causes, not just the symptoms.



## Your Brand Benefits

Working with Blue Zones is a partnership with a global brand, respected for its pioneering longevity research and groundbreaking work transforming communities in America.

Media interest in Blue Zones work becomes media interest in our community's transformation work.

## Where People Live Longer, Better

In 2004, Blue Zones founder Dan Buettner teamed with National Geographic, the National Institutes on Aging, and the world's best longevity researchers to identify pockets around the world where people lived measurably better, longer. In these blue zones, they found that people reach age 100 at rates 10 times greater than in the United States.



The Washington Post

The New York Times

THE WALL STREET JOURNAL

NBC NEWS



**“In an age when poor health seems so intractable, you’ve taken this community from a place of resignation to a place of hope.” —Dr. Vivek Murthy, former U.S. Surgeon General, after seeing Blue Zones work in Southern California Beach Cities**

National and regional recognition for bringing Blue Zones to the community

Increased community goodwill and customer loyalty

Special updates on work and progress and opportunity to guide and approve the project through their leadership on the Blue Zones steering committee

Elevated brand perception and media exposure

Key recognition & logo placement as local Blue Zones presenting sponsor on national materials

Public recognition at signature local community events

Premium logo placement on the web & on key print promotional materials, communications, and engagement campaigns over the duration of the initiative

Digital recognition and logo placement on the web sponsor page and in ongoing emails and newsletters

