Movement Matters Campaign  
promotional message

**Movement Matters** is a month-long campaign focused on increasing movement and overall wellbeing. The goal is for each of us to find motivation to move more, sustain this increase throughout the year, and to do it as a [community/organization]!

Did you know that when we move our bodies, we increase the flow of blood and oxygen to our brains, improving our reaction time and our memory? Our bodies become stronger and more flexible. We can experience better sleep, reduced levels of stress, and boost our metabolism as well.

The **Movement Matters** campaign is about moving with a purpose and incorporating the areas of focus (Social Engagement, Intellectual Vitality, Physical Health and Peace & Fulfillment) that are the foundation for healthy longevity and purposeful living.  What will be your motivation to move more during Movement Matters? How can you encourage others to participate?

[If your organization has selected a specific shared purpose or motivation for Movement Matters, share it here.]

**Movement Matters begins on [**Month/Day/Year**].**Get ready for a month filled with fun and inspired ways to move more!

Sign-up to join **Movement Matters** today to receive your own **Movement Matters** tracking sheet! [Include information about signing up for this campaign and your kickoff event].