Living It Campaign  
Promotional Message

**Living It** is a four-week campaign aimed at challenging and inspiring us to try new pursuits in the four areas of focus of healthy longevity (Social, Intellectual, Physical and Peace and Fulfillment). Focusing on one area per week, we encourage you to try four new activities each week.

As a participant, you will record your new pursuits on the ***Living It Tracking Sheet***. At the end of the month, residents, team members, family members and the greater community can participate in a group discussion about the experience and, as a group, celebrate successes.

As we age, our brains are able to make new connections as we learn and try new things. Our goal is to inspire continued growth by trying new things not only during this campaign, but throughout the year.

[If your organization has selected a specific shared purpose or motivation for the Living It campaign, share it here.]

[If your organization is encouraging participants to share human capital by leading or planning a class, share the opportunity here.]

Get ready for a month filled with fun and inspiration to try new things!

Sign-up to join **Living It** today to receive your own tracking sheet! [Include information about signing up for this campaign and your kick-off event here.]