



# Leader-Telegram Buckshot Run For Special Olympics

## Run For Your Life Employee Health Program

**34th annual event: Tuesday, August 30 and Saturday, September 3, Carson Park, Eau Claire**

Special Olympics Wisconsin and the Leader-Telegram are committed to a healthier you. This health program is designed to get employees moving. It's perfect for long-time walkers and runners looking to take it to the next level of fitness and for beginners. As a Health Program participant your business will receive community exposure plus benefits associated with healthy bodies, minds and hearts. The "heart" part of this program includes that warm, fuzzy feeling of helping individuals with intellectual disabilities continue to participate in sports and health initiatives year-round in Special Olympics Wisconsin.

Become a Run For Your Life partner and see long-term fitness habits take shape in your workplace.

### **Company name featured on:**

- L-T Buckshot Run webpage
- One (1) 3x5 banner hung on-site race day
- Davinci Therapeutic Massage website
- Post-race L-T "Thank You ad"

### **Additional Benefits:**

- 3 free race entries
- Participant discount rate of \$16 per person (to be paid by business or employees)
- Option for participants to do either the weeknight or Saturday race
- L-T Buckshot Run race t-shirt for each participant
- Verbal mentions throughout the event
- 5 L-T Buckshot Run t-shirts for non-participants
- \$15 off Davinci massages each week for 6 weeks prior to the race (per participant)
- Entry into a drawing for a Davinci gift basket valued at \$200





## Regular Exercise:

- |                             |                         |                           |
|-----------------------------|-------------------------|---------------------------|
| -Improves health conditions | -Improves learning      | -Boosts energy            |
| -Increases happiness levels | -Decreases stress       | -Increases productivity   |
| - Promotes better sleep     | -Improves mental health | -FEELS GOOD               |
| -Lowers blood pressure      | -Improves digestion     | -Lowers risk of headaches |

## Therapeutic Massage:

- |  |                     |                     |
|--|---------------------|---------------------|
| -Reduces insomnia                          | -Reduces nerve pain | -Reduces anxiety    |
| -Lowers pain levels due to Fibromyalgia    |                     | -Reduces joint pain |
| -Helps a body recover from sports injuries |                     | -FEELS GOOD         |

Many insurance providers now offer discounts or rebates to employers for established employee health programs

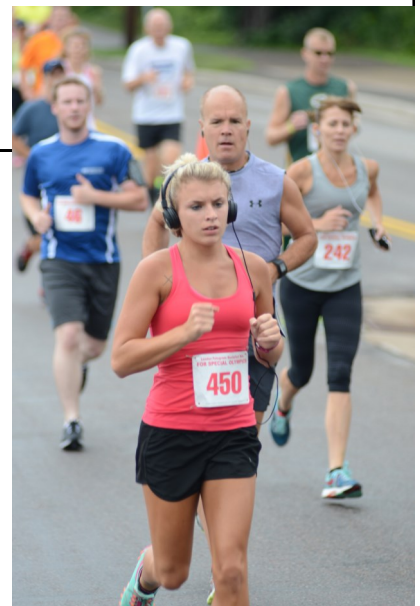
Insurance companies such as United Health Care, Group Health Cooperative, Unity Health, Dean Health, Physicians Plus, and many more offer monthly or yearly gym membership reimbursements to employees

**Training is easier than ever! Use your phone to help get in shape, track your success, find immediate nutrition information, and take your workout to a new level!**

- |                  |                        |
|------------------|------------------------|
| • Fooducate      | Runtastic              |
| • My Fitness Pal | Lose It!               |
| • Couch to 5K    | Map My Run/Map My Walk |

Psychology Today says on average, it takes 28 days to form a new habit. Go the distance to promote a healthy lifestyle within your workplace with a suggested 6 week training program. At the end of 6 weeks employees will celebrate their successes and milestones at the Leader-Telegram Buckshot Run.

Psychology Today also says it's more likely an individual will stick with a regular exercise routine if they train with a partner and enjoy their first official race experience. The Leader-Telegram Buckshot Run is family friendly, competitive yet attainable for newbies, and the perfect experience to Get Moving!



# 6 WEEK TRAINING PLAN

Just one example of programs available. Adapted from: Couch to 5K

## Week 1:

**Mon:** Rest

**Tue:** Run 1 minute, walk 1 minute. Do 10 times

**Wed:** Rest

**Thu:** Run 2 minutes, walk 4 minutes. Do 5 times

**Fri:** Rest

**Sat:** Rest

**Sun:** Run 2 minutes, walk 4 minutes.

## Week 2:

**Mon:** Rest

**Tue:** Run 3 minutes, walk 3 minutes. Do 4 times

**Wed:** Rest

**Thu:** Run 3 minutes, walk 3 minutes. Do 4 times

**Fri:** Rest

**Sat:** Rest

**Sun:** Run 5 minutes, walk 3 minutes. Do

## Week 3:

**Mon:** Rest

**Tue:** Run 7 minutes, walk 2 minutes. Do 3 times

**Wed:** Rest

**Thu:** Run 8 minutes, walk 2 minutes. Do 3 times

**Fri:** Rest

**Sat:** Rest

**Sun:** Run 8 minutes, walk 2 minutes. Do 3 times

## Week 4:

**Mon:** Rest

**Tue:** Run 8 minutes, walk 2 minutes. Do 3 times

**Wed:** Rest

**Thu:** Run 10 minutes, walk 2 minutes. Do twice then run for 5 minutes

**Fri:** Rest

**Sat:** Rest

**Sun:** Run 8 minutes, walk 2 minutes. Do 3 times

## Week 5:

**Mon:** Rest

**Tue:** Run 9 minutes, walk 1 minute. Do 3 times

**Wed:** Rest

**Thu:** Run 12 minutes, walk 2 minutes. Do twice then run for 5 minutes

**Fri:** Rest

**Sat:** Rest

**Sun:** Run 8 minutes, walk 2 minutes. Do 3 times

## Week 6:

**Mon:** Rest

**Tue:** Run 15 minutes, walk 1 minute. Do twice

**Wed:** Rest

**Thu:** Run 8 minutes, walk 2 minutes. Do 3 times

**Fri:** Rest

**Sat:** LEADER-TELEGRAM BUCKSHOT RUN!