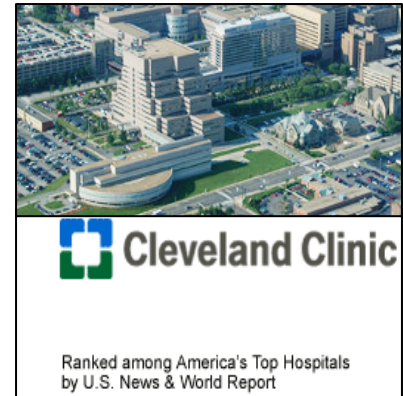


## Employee Wellness Expo Encourages Fitness

The Cleveland Clinic's first ever Employee Wellness Fitness Expo was a big success! Over 600 employees attended the expo throughout the day November 9, participating in fitness classes and demonstrations, and learning ways to become more active.

The event generated enthusiasm, excitement and recognition among the attendees for their need to exercise to achieve their desired healthy lifestyle. LifeSpan was pleased to be selected by this world renowned hospital to participate in their inaugural health expo and promote wellness, fitness, and healthy living!



"The Expo was a strategy in our marketing plan to increase awareness of employee wellness and of the products, services, and offerings available to employees," says Toya Gorley, Cleveland Clinic's Marketing Program Manager for Employee Wellness. "Our wellness program goals are to provide opportunities to enhance physical activity of Cleveland Clinic employees, and the expo was designed to help us achieve these goals."

A diverse group of exhibitors at the Expo included:

- ✓ Orthotics professionals who provided proper athletic shoe fittings,
- ✓ Exercise Physiologists who analyzed attendees' gaits to offer assistance in the proper mechanics for walking/jogging/running,
- ✓ Sports Medicine professionals who provided golf fitness and swing analysis,
- ✓ Gaming personnel who demonstrated how playing the Wii game can increase physical activity,
- ✓ LifeSpan who recommended in-home exercise equipment most appropriate for attendees' needs

"This is the first time we've offered an event like this," says Toya. "We're pleased with the response and the feedback we received from both the exhibitors and the participants."