

EveryMove Enables Charitable Giving Through HealthKit Data

EveryMove is among the first apps to support highly anticipated Apple HealthKit, and only to offer sponsored charity donations as fitness incentive

SEATTLE, October 7, 2014 -- EveryMove, the leading fitness tracking incentive network, today announced its integration with Apple's HealthKit platform, making it the first and only HealthKit partner that transforms tracked activity data into charitable donations.

"Integration with HealthKit was a no-brainer for us," said EveryMove CEO Russell Benaroya. "We've seen an incredibly enthusiastic response to the ability to turn a morning jog or yoga class into a real-world positive impact, and HealthKit gives us the potential to facilitate charitable giving at a larger scale through partnerships with corporate sponsors."

As a nod to the promising future of fitness and health tracking, HealthKit functions as a "health ecosystem" in which a multitude of devices and apps can capture and share activity data, allowing EveryMove access to an increasingly robust network of data sources and to turn this data into charitable donations. One organization EveryMove users can choose to support is Seattle-based Fred Hutchinson Cancer Research Center (FHCRC), a world leader in research to prevent, detect, and treat cancer and other life-threatening diseases.

"Fred Hutch is thrilled to be partnered with a donation platform that both promotes a healthy lifestyle and stays on the cutting edge of fitness technology," said Nancy Belcher, Corporate Relations Advisor for FHCRC, "We are hopeful that EveryMove's integration with HealthKit will help us to connect with even more active individuals who are motivated by doing good."

To earn charity donations using EveryMove and HealthKit, simply download the free EveryMove mobile app in the iTunes store, navigate to the "Apps & Devices" screen, and connect to the HealthKit app. Then, select a charitable donation reward and track exercise using any EveryMove or HealthKit integrated app or device. When the required EveryMove points are earned, the donation can be claimed. EveryMove never shares health data with third party sponsors or charity partners.

Since 2013, EveryMove users have earned upwards of \$725,000 in donations to more than 25 different regional and national charitable organizations including Make-A-Wish, American Heart Association, Special Olympics, United Way, YMCA, and dozens more. EveryMove plans to greatly expand its charitable giving capabilities in the coming months.

ABOUT EVERYMOVE:

Founded in 2012, EveryMove is a fitness tracking incentive network that believes physical activity is fundamental to health and happiness for individuals and organizations alike. Our mission is to help everyone – regardless of fitness level, preferred activities, apps, or devices – feel more energized and connected by being more active. The patent-pending EveryMove points system translates hundreds of different physical activities into a common metric, which allows a growing network of retailers, employers and health plans to offer recognition and tangible rewards to an active, engaged community. EveryMove is also the leading integrator of fitness tracking apps and devices. Join in the movement at www.everymove.org.

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