

## EveryMove Taps Wearable Technology Trend to Make Fitness Part of Workplace Culture

*Seattle-Based Startup Launches Workplace Wellness Program Linking 150 Wearable Devices and Fitness Apps Into a Platform Where Employees Can Track Activity, Encourage Each Other and Get Rewards*

**SEATTLE, October 15, 2014** -- EveryMove--a startup that connects fitness tracking apps and offers rewards--today announced the launch of EveryMove @Work. With the rise in fitness tracking apps, EveryMove @Work is the first self-serve portal that allows companies of all sizes to encourage, incent, challenge, and reward employees while building workplace culture around physical activity.

"Companies that win today recognize the importance of an active culture on productivity, happiness, retention and ultimately, health care costs," said EveryMove CEO Russell Benaroya. "EveryMove @Work allows companies to connect with the growing wearable technology movement with an easy way to allow employees to motivate and inspire each other."

The EveryMove @Work suite gives employers the unique ability to:

- Allow employees to use any of more than 150 tracking devices and apps brought together into one fitness dashboard.
- Incent monthly activity goals with highly-customizable rewards, from gift cards to perks like extra vacation days or lunch with the CEO.
- Cultivate employee engagement in corporate charitable giving initiatives with employer-sponsored charity donation rewards.
- Promote a sense of camaraderie and friendly competition among co-workers with month-long physical activity challenges.
- Create customized company home pages and communications for easy promotion of the EveryMove programs.

EveryMove @Work also aligns well with many corporate wellness initiatives designed to impact health care costs for both employees and employers.

The platform supports hundreds of physical activities, from low-impact to high-intensity, so employees of all fitness levels can participate. As the largest fitness data integrator, EveryMove @Work users can track activity manually on the EveryMove website and free mobile app or by syncing any supported fitness devices or app, including both exclusive partnerships and popular brands like

Fitbit, Runkeeper, Garmin, Polar, and MyFitnessPal.

The launch of EveryMove @Work is the first of its kind to acknowledge that all companies, regardless of size should have the ability to inspire and motivate an active culture with the technology that consumers are already bringing to the workplace. Beginning at just \$19 a month, EveryMove @Work is making it accessible to everyone.

More about how EveryMove @Work can help your business:

<http://www.everymove.com/work>

#### ABOUT EVERYMOVE:

Founded in 2012, EveryMove is the first fitness tracking network that strives to get the millions of Americans who are investing in their health the recognition and real-life rewards they deserve. 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](http://www.everymove.org).

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