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FOR IMMEDIATE RELEASE

Oct.9, 2012 2 p.m. PST

**EveryMove Launches First Lifestyle-based Rewards Program for Consumers**

*Frequent flyers earn miles. Good drivers earn discounts. Finally people are rewarded for healthy living.*

**SEATTLE – October 9, 2012** – EveryMove, an innovative rewards program for healthy living, debuted its service today at the Health 2.0 conference in San Francisco, an annual high-tech convention for the health care industry. EveryMove consumers can begin their journey now at [www.everymove.org](http://www.everymove.org) or by downloading the free iPhone app.

“Today we are breaking new ground by giving consumers the ability to turn their healthy lifestyles into real world value, including rewards from their health plan. We are excited to give consumers a voice in how their lifestyle impacts their health costs.” said Russell Benaroya, CEO and co-founder of EveryMove. “Our goal is to integrate into the fabric of the consumers’ life without being prescriptive. Just like earning miles with a frequent flyer plan, EveryMove provides consumers a lot of flexibility to earn points through healthy activity. We are excited by the number of companies that want to reach out and reward consumers who are invested in their health, and our role is to work tirelessly to make that happen.” Benaroya added.

Participants can connect their EveryMove account to more than ten health-tracking applications. Whether checking in at the gym with foursquare®, tracking movement with BodyMedia®, measuring miles with RunKeeper or simply logging activities on EveryMove, consumers can earn points and apply those toward rewards from businesses that applaud healthy living. EveryMove will continue developing new and innovative partnerships that make data collection as easy as possible for their participants.

EveryMove is the first consumer rewards plan that integrates with a health plan to reward healthy lifestyles. LifeWise Health Plan of Washington is the initial health plan rewards partner. EveryMove will continue adding additional health plans and other partners to their network in the coming months.

EveryMove is launching with approximately 30 consumer rewards partners including Bartell Drugs, BodyMedia®, Born To Run, GolfTEC®, Mountains Plus, Outdoors For All, Tinytrekker.com, Tubbs Snowshoes a division of K2 Sports, JoeyBra, Jaybird, and Alaska Airlines Mileage Plan™. For a complete list of brands rewarding healthy lifestyles with EveryMove visit [www.everymove.org/partners](http://www.everymove.org/partners).

## **About EveryMove**

EveryMove rewards consumers for their healthy lifestyle - the more healthy choices you make, the more rewards you earn from health plans, employers and brands. Based in Seattle, EveryMove has funding from Premera Blue Cross, Blue Cross and Blue Shield of Nebraska, BlueCross BlueShield Venture Partners, and several Seattle angel investors. Join the movement at <http://www.everymove.org> or <http://www.everymove.org/mobile>. Connect with EveryMove at [www.facebook.com/everymove](http://www.facebook.com/everymove) and [www.twitter.com/Everymove](http://www.twitter.com/Everymove).

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