

2020 WELLNESS CAMPAIGN CALENDAR

Learn more about our suite of campaigns at [HESonline.com](https://www.HESonline.com) or call 800.326.2317.



"I jumped right in and have lost a total of 21 pounds!"

MELISSA LOGAN
Right This Weigh participant



Kick off 2020 with the new *Coast to Coast* campaign, an epic shore-to-shore nostalgia-infused adventure. Or opt for proven favorites like *Right This Weigh*, which targets a top New Year's resolution, and *10K-A-Day* to get everyone stepping up to better health.

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"It was a great motivator for myself and my coworkers... Loved it!"

Spring Into Motion participant



Invite participants to explore some of the world's most famous hiking and walking routes in *HealthTrails*. A perennial favorite, *Spring Into Motion* reawakens everyone's desire to get outside and get moving. *Keep America Active* ranks among our most popular campaigns year in and out.

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LAUNCHES Q2



“This activity is a real motivator. I am 7 months out from cancer treatment and this really helped to keep me going... it was great to rejoin this uplifting, fun-loving group of fitness minded people.”

JACK ACETO
Yo Ho Ho participant



Summer’s end means a bounty of fresh vegetables and fruits — the perfect time to launch *Colorful Choices*. Our all-new *Work of Art* is an emotional well-being campaign focused on the essential elements of connection, optimism, gratitude, and mindfulness. And what could be more fun than a pirate-themed adventure to kick off the summer with *Yo Ho Ho*?

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WALKTOBER Health FOR THE Holidays

LAUNCHES Q4



“The painted scene and the globes were just so interesting... different from any of your previous challenges. Thank you for your creativity!”

Health for the Holidays participant



Celebrate National Walking Month with *Walktober*, now in its 17th year. Or wrap up 2020 with *Health for the Holidays*. Another brand-new program, *Renew*, helps participants reduce stress to restore balance and calm.

We take pride in using **scientific research** to create results-driven, crowd-pleasing, best-in-class, and **fun** well-being campaigns. See how we do it by reading *The Science Behind HES Well-Being Campaigns* at [HESonline.com](https://www.hesonline.com).

