

WHAT IS THE CEO PLEDGE?

The CEO Pledge for Physical Activity is a social movement to make physical activity and healthy movement a cultural norm in workplace environments.

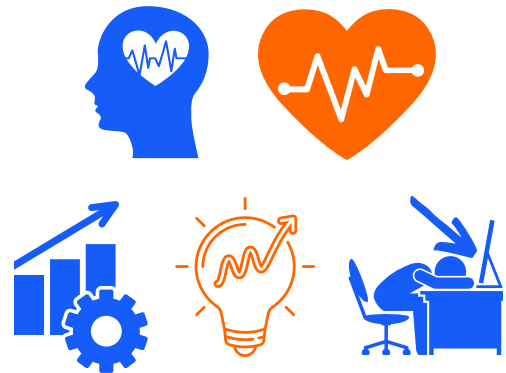


WHY SIGN THE PLEDGE?

Our goal is to help get **10 million employees** more physically active **within 5 years**

Today, only 1 in 4 adults fully meet nationally recommended weekly physical activity levels. **When senior leaders embrace physical activity and healthy movement as a cultural norm in the workplace, employees receive benefits that far exceed a typical employee healthcare plan, including:**

- Improved mental health
- Improved physical health
- Increased capacity for productivity
- Enhanced creativity
- Reduced sedentary behavior



WHO CAN SIGN THE PLEDGE?

The Pledge is NOT just for CEOs...

- Any type of recognized organization leader, including CEOs, executive directors, presidents, managing directors, deans, etc.
- Leaders from organizations of all sizes (from 2 to 2 million employees) are encouraged to sign
- There is NO cost associated with signing the Pledge!

SIGN THE PLEDGE

Contact Information for PAA: CEOpledge@paamovewithus.org