

April 1, 2011



Greeneville Plant takes steps to live well

In February, the Greeneville, Tenn. plant began a walking program for its associates to reinforce our corporate Live Well initiative. Fifty-eight associates signed up to "Live Well – Take the First Step." The plant uses "Walker Tracker," a web-based pedometer program created for corporations, communities, and individuals.

During the first five weeks of the program, associates logged 9,076,022 steps – the equivalent of 4,538 miles! Sixteen of the walkers have individually logged more than 250,000 steps, with top walker Mike Humbert of Shipping leading the way with more than a half million steps. "I've lost 14 pounds so far, and hope to lose 44 by September 1," said Mike.

Evelyn Jent, Cost Accounting, is equally enthusiastic about her experience. "I really feel good about all this walking; it's good for my overall health, and I find I'm looking for ways to increase my daily steps," she shared.

The plant recently completed a virtual walk from the Greeneville plant to the Bristol Motor Speedway. Participants were challenged to walk 95,600 steps between March 3 and March 20 to arrive in time for the NASCAR race. Twenty-nine of forty participants completed the challenge while three participants logged enough steps to make it all the way to Bristol and back.

In addition to the walking program, the Greeneville Wellness Team has hosted presentations by a dietitian discussing healthy eating and an athletic trainer who discussed exercising safely and efficiently without a gym. Future presentation topics include Understanding Food Labeling, Healthy Cooking, and Smoking Cessation.

We look forward to hearing from associates across the Company about ideas, comments, suggestions, success stories and information you may want to share regarding our wellness initiatives and how we can best promote a culture of wellness at American Greetings. Have a story to share? E-mail livewell@amgreetings.com.