

May 18, 2011



Go toe-to-toe with the CEO in companywide Walking Challenge

Get your game feet on and join your fellow associates and me for the first American Greetings Walking Challenge. No fancy footwork is required—just a commitment to walk 6000 steps per day for eight weeks – June 6 to August 1. That’s the goal to meet—or beat.

Here’s how the Walking Challenge works: associates sign up to be a part of one of the designated American Greetings locations across the U.S. that will compete against each other using a pedometer-based program called Walker Tracker. Speed doesn’t count—diligence does. Commit to a certain number of steps per day—at least 6000—and be sure to log that into Walker Tracker. **Whichever location has the greatest percentage of associates to successfully complete the challenge wins.**

As your Wellness Champion for 2011, I’d like to emphasize exercise is a key to good health, and one of the key initiatives of the corporate Wellness program is to promote exercise. These Walking Challenges are designed to encourage associates to get up and get moving—and feel fit and have fun. This first challenge will begin June 6; the second will begin in the fall—with more aggressive goals. (Due to the complexity of administering this program for the Part-time Merchandisers, it is not being offered at this time.)

Why walk? Because you will burn calories, improve circulation, and lower blood pressure—just to name a few of the benefits. Walking may even help prevent heart disease or diabetes. Moreover, it’s easy to get started (all you need is a good pair of shoes), and it’s one of the safest exercises you can do (no special skills required!)

As you embark on this first Walking Challenge, keep in mind—the closest parking space is not necessarily the best one. The handiest channel changer is the one attached to our wrists (bonus: we never lose it). And all those hours we sit around at our kids’ athletic practices—well, you know what to do.

So what are you waiting for? Look for posters at plant locations, contact your Wellness champion or plant Human Resources department, or go to [AGBenefits](#) to get all the information to sign up.

Send your comments and feedback on the Walking Challenge, other Wellness programs, and suggestions on what we can do to help you live well to livewell@amgreetings.com.

Zev Weiss
Chief Executive Officer