



**LASTING** *impressions*

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*Lasting Impressions can help you strategically implement an employee program, event or meeting from start to finish. Helping clients attract, attain and retain employees is one of our core strengths.*

Cardiovascular disease is our nation's number one killer. Recently, Philips Medical Systems, a client of Lasting Impressions, participated in the Start! campaign to promote a healthier work environment. Designed by the American Heart association, Start! encourages employers to provide their employees with a means to become healthier individuals. The program is not designed to be a fundraiser or charity drive, it is strictly an opportunity to create a more fulfilling, healthy work environment and move people from a sedentary lifestyle to a more active one. Philip's human resources group teamed up with Lasting Impressions to select branded product to drive registration and participation in this valuable program.

As further incentive to continue participation in the program, Philips held a raffle drawing. For every day that an employee exercised for 30 minutes or more, they were given an entry to the raffle. After the campaign was complete, the drawing was held and prizes awarded. Top performers were given a digital photo gallery frame while the remaining participants received heavy-duty duffel bags, embroidered with the branding. One team member was so impressed with the quality of the merchandise that he immediately transferred his workout gear from his old duffel bag into the new one.



Lasting Impressions supplied Philips with embroidered ball caps to hand out to all employees, as a means of generating excitement about the upcoming program and encouraging people to sign up.

Of Philips 190 employees in the office, about 37 employees participated in this program. That is approximately 20% of employees in the office who now have a more positive, healthy lifestyle thanks to Philips' commitment to their employee health. Lasting Impressions is proud to have been a part of this fantastic promotion, and looks forward to helping Philips with further promotions like this in the future.



Employees were instructed to use the Start! website to sign up for the program. Once an employee had signed up to participate, they were given a branded sport bottle and a pedometer to track their progress. The sport bottle was equipped with a rotating case that hid a storage nook for keeping keys or change while exercising. Philips' human resource team was thrilled to see many employees bringing their water bottle back and forth to work with them every day.



**For more information about the start program, visit [www.americanheart.org/start](http://www.americanheart.org/start)**

**For help with an event, promotion, or sponsorship like this, call Janet McNaughton at 425.822.6651 or [janet@lastingimpressionsgifts.net](mailto:janet@lastingimpressionsgifts.net).**