



*Former Delaware Governor Jack Markell riding his bike for Motivate the First State.*





# JOIN THE MOVEMENT

Motivate the First State turns your healthy lifestyle into dollars for charity

CHOOSING TO STAY HEALTHY is a daily commitment. It's a promise to ourselves and our loved ones to take care of our physical, emotional, and mental wellbeing. The pledge to stay healthy is one which we must commit to every day, and it is much easier to accomplish with the support of our family, friends, and community. Staying motivated to make healthy choices takes willpower, a solid support group, and a purpose.

Because of Motivate The First State, sharing our healthy activities can now do more than improve our own wellbeing; it can support local Delaware charities.

Motivate The First State puts the power of healthy living to work for the greater good of Delaware communities, organizations, and people. This mission encourages healthy habits and then converts them to financial contributions to help local communities.

When people log their health and wellness activities online, they earn "kudos." Because of generous corporate and foundational contributions, those kudos then turn into cash donations to seven Delaware non-profits: Boys & Girls Clubs, Fellowship of Christian Athletes, Jewish Community Center, Special Olympics, Urban Promise, YMCA, and Young Life.

You can log physical fitness activities like spin class, kayaking, and volleyball, earning points for the duration of your workout. The more activities you complete and the longer you work at them, the more kudos you earn and the more money you're able to donate!

It doesn't stop there, though, because health and wellness is more than just exercising. It's eating fruits and veggies, flossing your teeth, and visiting your family members. It's paying your bills on time, taking care of your pets, and making homemade meals. It's playing a musical instrument, engaging in random acts of kindness, and applying sunscreen. By doing any of these activities, you will earn kudos to donate to a Delaware charity!

This all got started in 2014, when former Delaware Governor Jack Markell wanted to encourage the people of Delaware to get out and walk,

run, bike, and exercise, and needed a way to track their cumulative movement. Motivate The First State was officially launched in 2015 and has since gained numerous sponsors, nonprofit partners, and participants. To

raise further awareness, during the summer of 2017 Jack Markell rode his bike from the Oregon coast to Rehoboth Beach under the banner of Motivate The First State. His goal was "to inspire Delawareans to get active and make their activities count for charity." Markell's ride across America raised \$120,000 for Motivate The First State, which will be moved to the participating non-profits as users log their healthy activities online.

Motivate The First State allows Delawareans to support local charities in an easy, fun, and attainable way. It encourages community bonds, physical health, and social connectedness. Healthy living is an essential part of contributing to our own wellbeing,

and it's a wonderful thing to know that while we're focusing on improving our own health, we can also help to improve the lives of people in our communities. ■

## How it works:

**Sign up.** Create a free account on the Plus3 mobile app or website.

**Get active.** Go for a walk, bike ride, or any other healthy activity.

**Track your progress.** Log in to your account and upload your workout. You can even sync your smartphone, Garmin, or FitBit.

**Donate.** For each activity, you earn "kudos" which convert into real cash donated to one of seven Delaware charities!

Join us for the 25<sup>th</sup> Annual  
DELAWARE STATE CHAMBER OF COMMERCE  
Chamber Chase Golf Tournament

Thursday, September 6, 2018

Kings Creek Country Club  
Rehoboth Beach, Delaware

For more information, contact Kelly Wetzel at [kwetzel@dscc.com](mailto:kwetzel@dscc.com)



Chamber Chase benefits "The PAC," the Political Action Committee of the Delaware State Chamber of Commerce