

# The EverWalk<sup>TM</sup> Mile

## SEPTEMBER 2020



**ABRAHAM LINCOLN SAID:**

**"I AM A SLOW WALKER, BUT I NEVER WALK BACK."**  
**THIS SEPTEMBER MARKS THE 158TH ANNIVERSARY OF THE EMANCIPATION PROCLAMATION: LET US MAKE SURE THAT WE KEEP WALKING PROGRESS FORWARD -- BOTH OUR OWN AND THAT OF EVERY PERSON ON THIS PLANET.**

### MOTIVATE YOUR MILE

September 6 is Fight Procrastination Day:  
 You can do this! Don't put off that EverWalk Mile today!

September 13 is National Positive Thinking Day  
 We guarantee that if you walk a mile, you'll feel positive!

September 21 is World Gratitude Day; EverWalk is grateful for each one of you who walks a mile a day with us!

September 22 is World Car Free Day;  
 Leave your car at home and walk a mile for our planet!

On September 29, FloJo (Florence Griffith Joyner) broke her second running world record of the 1988 Seoul Olympics!

Su	Mo	Tu	We	Th	Fr	Sa
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6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	22	23	24	25	26	27
28	29	30				

***Make movement a part of your lifestyle by walking a mile every day.***

X X X X X X **HOW MANY DAYS DID YOU WALK THE EVERWALK MILE?** X X X X X X

walk

The EverWalk Mile

walk

## YOUR CALL TO ACTION:

***Make movement a part of your lifestyle by walking a mile every day.***

### WHY WALK? AND WHY EVERYDAY?

**“Sitting is the New Smoking”: Break the habit of sitting by creating a new habit: The EverWalk Mile**

**EverWalk believes that the unfortunate American pastime of sitting can be liberated by the simple, infinitely pleasurable act of walking. Walking even a short distance stirs our happy endorphins. prompts us to consider our lives and our dreams, puts our bodies into the motion they need.**

**“Your words become your actions. Your actions become your habits. Your habits become your values. Your values become your destiny.” Mahatma Gandhi**

### WHAT DO I DO?

- **Make the commitment to walk one consecutive mile every single day. (This will take 15–30 minutes, depending on your speed and stride.)**
- **Cross off each day that you walk the EverWalk Mile on our downloadable calendar or track it on our virtual Walker Tracker app.**
- **Join the EverWalk Mile Club on the Nation Network to keep yourself accountable and to find encouragement.**

### ACCOUNTABILITY

- **The EverWalk Mile is for YOU! Don't cheat on yourself. A mile is a mile — inside or out. It's not the total number of steps you walk in a day between the sofa and the fridge. LOL!**
- **You are making a daily commitment to yourself to walk a mile without stopping, if at all possible.**

### ENCOURAGEMENT

- **Find an EverWalk Mile buddy on the EverWalk Mile Club on the Nation Network. Or reach out to a friend or family member to walk with you — in person or virtually.**

### INCENTIVES

- **Everyone who joins the EverWalk Mile Club and commits to making the EverWalk Mile a daily habit will receive coupons/discount codes for healthy products.**
- **In August & September, we will hold a drawing. Two EverWalk Milers will have the chance to be coached by EverWalk founders Diana Nyad & Bonnie Stoll. All you need to do is join the EverWalk Mile Group and commit to walking a mile a day.**
- **Become a member of the 110.86 Mile Club: Studies show that it takes approximately 90 days to create new habits. Set a goal: Over the course of four months, walk a mile for 111 days and you will join this exclusive EverWalk group — and receive a 110.86 Mile Club sticker! 110.86 miles is the distance Diana Nyad swam from Cuba to Key West — at 64 years old on her fifth try! Once you've succeeded, you can mentor other aspiring EverWalk Milers.**

### CELEBRATE YOURSELF

- **Post photos of your EverWalk Mile on our EverWalk Mile Group Page, our Facebook Group Page, or on your own social media pages. Hashtag #EverWalkMile**

# *buddy* The EverWalk Mile *buddy*

## YOUR CALL TO ACTION:

***Epic EverWalkers: Our goal is to become the largest walking initiative in the world!  
We believe that the EverWalk Mile can help everybody, everywhere, become an EverWalker.  
Please help us by volunteering to support a new EverWalker as they walk one mile a day.***

## WHAT IS THE EVERWALK MILE PHILOSOPHY?

**“Sitting is the New Smoking”:** Break the habit of sitting by creating a new habit: The EverWalk Mile

EverWalk believes that the unfortunate American pastime of sitting can be liberated by the simple, infinitely pleasurable act of walking. Walking even a short distance stirs our happy endorphins. prompts us to consider our lives and our dreams, puts our bodies into the motion they need.

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## WHAT DOES AN EVERWALK MILE BUDDY DO?

- Join the EverWalk Mile Club on the Nation Network. Share your story about how walking has helped you
- Encourage new walkers and comment on their posts.
- Offer to support someone who has made the commitment to walk one consecutive mile a day by keeping them company virtually as they cross off each day they walk the EverWalk Mile on our downloadable calendar or track it on Walker Tracker.
- Reach out to a friend or family member who might want to start walking and walk with them in person or virtually.

## HELP WITH ACCOUNTABILITY & ENCOURAGEMENT:

- Remind them: The EverWalk Mile is for YOU! Don't cheat on yourself. A mile is a mile — inside or out. But it is not the total number of steps you walk in a day between the sofa and the refrigerator. LOL!
- This is a daily commitment to walk a mile without stopping if at all possible.
- Encourage them by texting them, calling them, walking & talking with them.
- Ask them to send you photos!
- Reach out if they're feeling discouraged.

**CELEBRATE THE EVERWALK MILE BY POSTING PHOTOS.  
HASHTAG #EVERWALKMILE**

# updates **The EverWalk Mile** updates

## THANK YOU!

*Thank you everyone who is participating in our six-month EverWalk Mile Beta Test!*

*We so appreciate your enthusiasm and input.*

*Please keep helping us move forward in creating the EverWalk Mile!*

## WALKER TRACKER EVERWALK MILE

- This month you can accumulate 26 points a day on the EverWalk Mile Walker Tracker beta test.
- You will get 25 points for walking one mile.
- You will get an additional 1 point for posting on the Challenge Discussion by sharing where you walked, how it went and/or what kept you motivated.
- We have built in rest days, so please compare your progress to the Pacer bunny. The bunny includes the built-in rest days -- and is the ideal monthly pace!

## THE 110.86 MILE CLUB

- Once you have a few months under your belt, set your sights on becoming a member of the 110.86 Mile Club. If you can walk 112 days with no more than one day off a week, then you qualify!
- Once you have walked your 112 miles (this should take you about four months or so), email us at [everwalkoutreach@gmail.com](mailto:everwalkoutreach@gmail.com) and we'll send you a 110.86 Mile sticker!

**IN OCTOBER, WE ARE GOING TO BETA TEST A NEW TRACKER!**

**ANYONE WHO USES APPLE HEALTH ON THEIR APPLE WATCH OR IPHONE CAN PARTICIPATE!**

**PLEASE SIGN UP AT [everwalkoutreach@gmail.com](mailto:everwalkoutreach@gmail.com)**

## HOW CAN YOU HELP US GROW THE EVERWALK MILE PROGRAM?

Walk a mile with a friend. Post a photo of your calendar. Share your progress.

Invite a friend to walk a mile each day for a month with you.

Reach out to a local group and share the program with them.

Send us your outreach ideas and let us make them happen. ([everwalkoutreach@gmail.com](mailto:everwalkoutreach@gmail.com))

**CELEBRATE THE EVERWALK MILE BY POSTING PHOTOS.**

**HASHTAG #EVERWALKMILE**