



**CONTACT:** Molly Sudderth  
(615) 610-1879

**FOR IMMEDIATE RELEASE**

**January 23, 2014**

**Healthier Tennessee Launches “Small Starts,”  
Encourages Simple Changes to Improve Health**

*Exciting “Fresh Start” prize packages will be awarded to participants*

**NASHVILLE** – The Governor’s Foundation for Health and Wellness, through its Healthier Tennessee initiative, today announced the launch of an innovative, web-based “Small Starts” tool to enable Tennesseans to make small changes in their everyday lives that can lead to improved health.

“Drastic changes in diet and physical activity are usually overwhelming and hard for people to maintain,” Governor’s Foundation for Health and Wellness CEO Rick Johnson said. “But making small, simple changes in your daily routine can, over time, add up to a big health difference. Changing your day a little can eventually change your life a lot.”

The Small Starts tool, available on the newly enhanced [healthierTN.com](http://healthierTN.com), offers a choice of more than 60 small, personal health challenges that encourage physical activity, healthy eating, and tobacco cessation. Small Starts is simple, and easily accessible on desktops, tablets or smartphones, so participants are more likely to use it consistently and have successful results. Each small change will function as a gateway to bigger change, and over time, to healthier behaviors. Users can track their completed challenges and stats, and share their participation and achievements through social media.

Tennesseans who sign up to participate in Small Starts during the first five weeks of the program, Jan. 23 to Feb. 27, 2014, will be automatically qualified for the “Fresh Start Giveaway.” They are also eligible for bonus entries each time they share a Small Start using the web-based application.

Each week during the giveaway, three eligible participants will be drawn at random to win prizes including fitness gear and gift cards for health-related products and services. A grand-prize winner will be selected at random following the closing of the giveaway period. The winner will receive a home visit, and personalized health recommendations and nutrition plans from the award-winning wellness coaches and trainers at D1 Sports. The grand-prize winner will also receive a three month membership for D1 group training sessions, plus fitness equipment and gear worth approximately \$2,500.

-more-

## **Healthier Tennessee/Page 2**

Healthier Tennessee launched Start Now, a statewide awareness campaign in October that includes television and digital advertising, social activation, and community outreach to connect with people across the state. Small Starts is the latest part of the effort to encourage healthier living in Tennessee.

In the next few months, the Governor's Foundation will offer wellness toolkits geared toward workplaces and faith-based communities, enabling organizations to implement and sustain health and wellness programs in the places Tennesseans go to work and worship.

### **About the Governor's Foundation for Health and Wellness**

The Governor's Foundation for Health and Wellness is a non-profit corporation dedicated to enabling and encouraging Tennesseans to lead healthier lives. Based in Nashville, the Foundation brings together a statewide coalition of employers, health insurers, hospital systems, local governments, school systems and healthcare-focused foundations and community organizations to effect positive, measurable change. The Foundation's Healthier Tennessee initiative strives to increase the number of Tennesseans who are physically active for at least 30 minutes five times a week, promote a healthy diet, and reduce the number of people who use tobacco.

###