



What is a Walking Moai?

Walking Moais are groups of 5 to 8 people who walk together at least once a week for 10 weeks to interesting destinations throughout the community. Walking Moais are a great way to meet new friends and stay healthy. Moai®, a term originating from Okinawa, Japan, means coming together for a common purpose. Moais have helped create strong, healthy social networks for thousands of years, and Blue Zones Project® is replicating these networks by forming Moais centered on healthy habits.

Weekly Incentives

Walking as a Moai is primarily a social activity with exercise as a secondary focus. Social networks have a long-term, proven impact on well-being while exercise programs don't (for most people). To help keep you motivated over the 10-week period, Blue Zones Project has created motivational emails and weekly contests to encourage you to get talking and walking. Your team can compete for a prize by submitting photos or recording attendance and time spent together.

Prizes include:

- Gift cards to Blue Zones Project Approved™ Restaurants
- Blue Zones Project swag such as t-shirts and water bottles
- Fort Worth experiences
- Fitness gear

AND MUCH MORE!

Ready to join? Here's how:

1. **Recruit** 5 to 8 people and identify a Team Leader to register your group at MeetYourMoai.com
2. **Attend** a Moai Launch to kick off the 10-week program, meet with your Moai, schedule walking times, and learn how you can win weekly prizes.
3. **Meet** with your Moai for at least 30 minutes a week for 10 weeks.
4. **Track** your progress weekly to enter to win prizes.
5. **Gather** with your Moai for a 10-week Victory Celebration to commemorate this milestone.

Team Leader Responsibilities and Weekly Activities:

- Set a time and place for your group to meet and walk at least 30 minutes once a week for ten weeks.
- Contact and support members of your group who miss weekly walks.
- Report your group's progress and time spent together each week online.
- Spark conversation around tips to keep your group motivated and take photos along the way!

Suggested Walking Moai Routes: :

- Blue Zones Project Approved Restaurants and Grocery Stores
- Designated walking paths
- Historical and local landmarks
- Parks and recreation centers
- Libraries or museums