**Fitness is Foundational Email Template: Email Sample Copy**

**Directions:** Copy the image and verbiage below and paste into your email. Send this email to your community at least one week prior to May 1st (Physical Fitness & Sports Month). We recommend attaching the “Every Move Matters” challenge printout and “How to Enroll in a Wellbeats Challenge” guide to the email, as well as including your contact information (that appears in red below).

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Fitness is the foundation for a healthy, active lifestyle. If you’re not sure where to start with your workout routine, we recommend checking out Wellbeats!

Wellbeats is your free, on-demand fitness and wellbeing benefit with classes to help you feel happier, healthier, and stronger.

For a step-by-step plan to make every move and minute count, sign up for Wellbeats’ 4-week “Every Move Matters” challenge. This challenge includes a schedule of fitness, nutrition, and mindfulness classes to help you feel physically and mentally strong.

Sign up for the challenge today by downloading the Wellbeats app or visiting the website portal at [portal.wellbeats.com](https://portal.wellbeats.com/). Once logged in, select “Challenges” in the main menu, then “Every Move Matters” challenge to get started!

Already logged in? Simply [select this link](https://portal.wellbeats.com/#/challenges/overview/90) to enroll in the Stress Less challenge.

For any questions, please contact [enter your contact information here].

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