



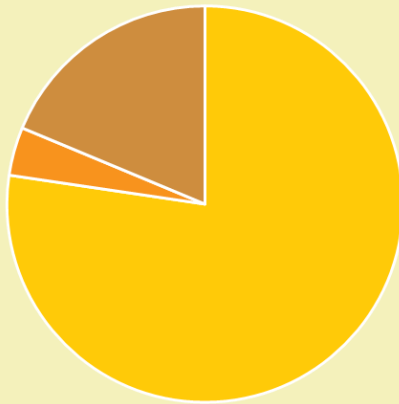
## 737 Email Subscribers

- 50.4% average open rate
- 15.1% average click rate

## 543 Walker Tracker Participants

- 511 Gainesville
- 32 Jacksonville

Plank times



■ Increased ■ Stayed the same ■ Decreased



**30 survey responses**

**90% of survey respondents said they gained health benefits as a result of the Plank & Drank challenge!**

1. Increased core & back strength
2. Increased consistency of water intake
3. Feeling healthier overall

**Out of 204 engaged participants, 157 improved their plank time between the first and second half of the challenge.**

### Favorite Parts:

- Teamwork
- Competition
- Feeling healthier overall

### Least Favorite Parts:

- Tracking
- App confusion
- Feeling weak/out of shape

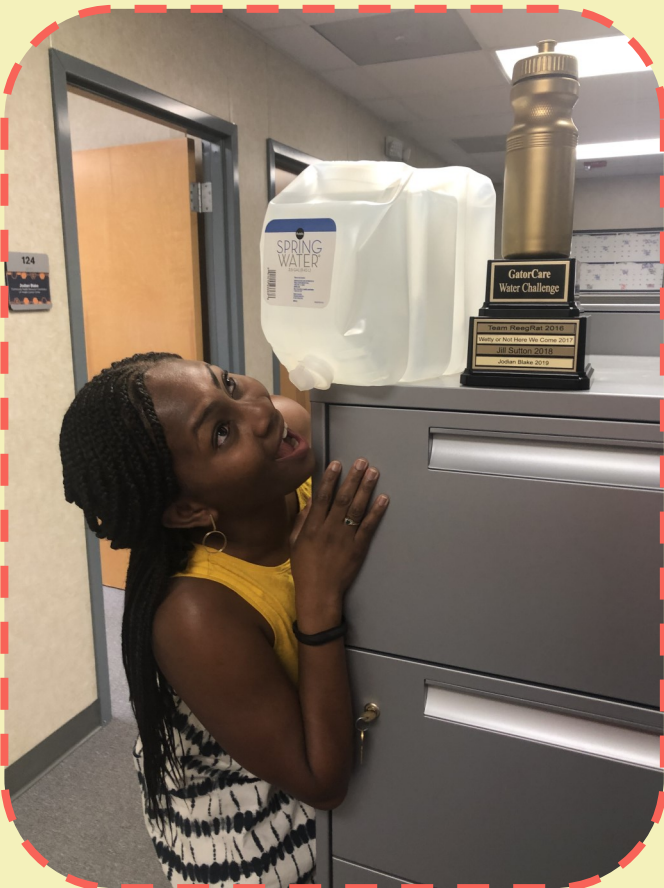
# PLANK + DRANK

4-WEEK PLANKING & HYDRATION CHALLENGE!

"I plan to get stronger and healthier each day."

"This is a really fun competition"

"I really enjoy participating in the challenges."



The challenge winner, Jodian Blake, was selected by a random drawing.

Participants received one entry for every 100 points they earned.

The more regularly they tracked their water intake and plank times, the better their chances were to win the Golden Water Bottle trophy.