



Approval Packet

Congratulations on becoming a Blue Zones Project Approved™ grocery! To help you share this achievement, some helpful information for your organization to use to promote this designation is below. We recommend placing the seal somewhere visible on your website or in your email signature. You may want to add the shortened email signature copy to accompany the seal or the longer version of copy on a more detailed web page. In addition to this packet, you will also receive a monthly toolkit focused on Blue Zones Project® messaging.

- ✓ Approval Seal
- ✓ Short web copy/email signature (25 words)
- ✓ Long web copy/email signature (50 words)
- ✓ Newsletter copy (300 words)



Short email signature

[Insert grocery name] is making healthier choices easier with Blue Zones Project®, helping our employees live longer and happier lives. Learn more about Blue Zones Project at bluezonesproject.com.

Long email signature

Blue Zones Project® is partnering with employers across [insert community name] to create healthier work environments and to make healthy choices easier for employees. [Insert grocery name] has completed the Blue Zones Project Grocery Pledge and is a Blue Zones Project Approved™ grocery. By implementing healthy, evidence-based actions, we are empowering our employees to live longer, happier, and more fulfilling lives. Learn more about Blue Zones Project at bluezonesproject.com.



Newsletter copy

[Insert organization name] Becomes a Blue Zones Project Approved™ Grocery

[Insert organization name] is proud to announce that we have become a Blue Zones Project Approved grocery!

Blue Zones Project® is a community-led well-being initiative designed to make healthy choices easier in [insert community name] through permanent changes to environment, policy, and social networks. When our entire community participates – from worksites and schools to restaurants and grocery stores – the small changes add up to huge benefits for all of us: lowered healthcare costs, improved productivity, and ultimately, a higher quality of life.

[Insert organization name] is playing an important role in this well-being initiative by achieving Blue Zones Project Approved status. Some of the initiatives we have implemented to earn this designation include [____], [____], and [____].

Your participation in these efforts, such as signing the Blue Zones Personal Pledge, helped us reach this designation. By implementing these healthy evidence-based options, [insert organization name] is helping our employees and everyone who lives, works and play in our community live longer, better lives.

If you took the Blue Zones Personal Pledge, you should already be receiving monthly updates about Blue Zones Project activities happening across our community, timely tips for making healthy choices easier, and links to recipes, information, and resources that will help you improve your well-being. You'll also have the opportunity to participate in variety of activities that will help you move naturally, eat healthier, find your purpose, and stay connected.

Want to learn more about Blue Zones Project?

- Read about the original Blue Zones areas in Dan Buettner's best-selling book, *The Blue Zones: Lessons for Living Longer from the People Who Have Lived Longest*.
- Follow Blue Zones Project on Facebook, Twitter, and Instagram. [insert hyperlinks for community BZP social channels]
- Discover volunteer opportunities [insert hyperlink to community volunteer webpage] where your passions align.