Eat to Thrive – Launch email

**Instructions:**

1. Copy and paste all of the content below the line into the body of your email message.
2. Modify or remove highlighted language.
3. Send to all eligible participants.



**Subject Line:** Want to feel better and have more energy? Eat to Thrive in 4 weeks!

Are you tired of dieting or frustrated because of some number on a scale? Try eating for your health instead of to lose weight. The overwhelming evidence from science is that focusing on weight loss doesn’t work in the long term. It’s hard to maintain and most people gain the weight back.

Why not try eating to feel better with our four-week habit building challenge. You’re not competing against anyone, just challenging yourself to try a new way of nourishing your body. There’s no reward (other than the glow you feel inside) and everyone is invited to participate.

The challenge form is attached to this email. It includes resources you can check out to learn more about one of the healthy habits and then track your progress over the month.

**You do not need to turn in the form to anyone. This challenge is on the honor system**.

Here’s how it works:

1. Choose the new habit track you want to explore this month (e.g. Plan and cook ahead).
2. Then each week, complete the activity for that track. Stick with one track so actions become a habit. Each track begins with some education during week 1.
3. Check the box when you have completed the activity for the week.
4. The challenge ends on [date].
5. Celebrate your success!

If you have any questions, please contact [name].