



ACTIVE Life Movement

ACTIVE Life[®] Movement

Vision: Spark and organize a national social movement for healthy living

Mission: Generate a persistent demand for healthy living among America's people and places



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Why: Obesity epidemic is merely one symptom of a societal crisis which requires a social movement solution

How: Enlist and equip people and places to demand and create healthier communities



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“What is the single most important factor, from your perspective, in driving the success of the Active Austin Model?”

An emphasis on and the support of
innovation/social entrepreneurship

The logo for ACTIVE Life Movement is a black silhouette of a guitar body and neck, with the text "ACTIVE Life Movement" in white. The word "ACTIVE" is in a bold, sans-serif font, while "Life Movement" is in a smaller, regular sans-serif font. The background of the slide features a blurred image of a person in a cowboy hat walking on a path, with a green and blue wavy line separating the top text from the rest of the image.

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Scaling the ACTIVE Austin Model Nationally:

**... Make the
Movement Day** 

Your Moments Make the Movement

The logo for "Movement Day" consists of a cluster of black dots arranged in a roughly circular pattern, with a small gap on the right side.

Wednesday, May 5th 2010

www.makethemovementday.org