



### **Start! Fit-Friendly Companies**

Recognized by the American Heart Association, Start! Fit-Friendly companies have demonstrated their commitment to promoting exercise and good nutrition in the workplace. You can join them! To become a Start! Fit-Friendly company, complete your [application online](#).

And don't forget to renew your Fit-Friendly recognition. It's quick and easy to [renew online](#).

#### **Platinum Level**

Awarded annually, platinum-level recognition is for companies that fulfill all the gold-level criteria and demonstrate at least one behavior change specified in the Start! application form, achieve at least one cost savings outcome specified in the Start! application form and have achieved a positive return on investment (as documented by supporting data).

#### **Gold Level**

Awarded twice per year, "Gold-level" recognition is for companies that fulfill criteria such as offering employees physical activity support, increasing healthy eating options at work, promoting a wellness culture, as well as implementing at least six of the physical activities, two of the nutrition activities and one of the culture activities listed in the Start! application form.

#### **Worksite innovation**

Awarded twice a year, the Worksite Fitness Innovation Award is given to a worksite/company that achieves all criteria for "Gold-level" recognition. However, this award is given to companies that lead the development and implementation of innovative and effective programs that promote physical activity specifically in the workplace.

#### **Community Innovation**

Awarded twice a year, the Community Fitness Innovation Award is given to a worksite/company that achieves all criteria for "Gold-level" recognition. However, this award is given to companies that lead the development and implementation of innovative and effective programs that promote physical activity not only in the workplace, but also in the community.