Submitted by: Brett Cromwell, brett.cromwell@medtronic.com
Company/Organization: Medtronic
Number of Employees: 221
For-profit/Nonprofit: for profit
Category: workplace

Challenge or Opportunity:
Medtronic were water stop sponsors at the Seacoast Cancer 5k and wanted to encourage employee participation at the event.

Approach or Solution:
The company partnered with Hybrid Fitness, located around the corner from the building in the Pease Tradeport. Employees paid $50 for a 10-week couch to 5k program that included group runs and 2 strength training sessions per week with a personal trainer. Medtronic subsidized the cost.

Impact:
10 employees signed up for the program (5% of employees), some of whom were running their first 5k ever. It also increased the participation in the event.