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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.