

FIVE PRINCIPLES FOR MIDLIFE



ENDLESS POSSIBILITIES

EXPAND PERCEPTIONS AND OPPORTUNITIES FOR BEING ACTIVE



JUDGEMENT-FREE ZONE

WELCOMING AND SUPPORTIVE ENVIRONMENT



SUPPORT NETWORK

OFFER BUILT-IN SOCIAL SUPPORT



EXPAND THE IMAGE OF WHAT SPORTY MEANS

INSPIRING, RELATABLE ROLE MODELS



MAKE IT RELEVANT

REFERENCE SPECIFIC, RELEVANT BENEFITS