



Sample Email Messaging: General Info

Use or adapt this content as needed to spread the word about the Move Together KC campaign in emails/electronic newsletters.

Subject: Let's Move Together KC!

Preview Text: Help us promote a culture of movement

Stretching. Climbing. Walking. Dancing. How do **you** move?

Everyone needs physical activity to live a healthy life. But it can be hard to know where or how to start when it comes to adding more movement to our daily routines. The Move Together KC campaign is here to help!

#MoveTogetherKC is a campaign to inspire and promote a culture of physical movement for *every body* in the Kansas City region. The campaign is powered by The [Kansas City Physical Activity Plan](#), a framework to increase physical activity through the work of partnering organizations in key sectors throughout the community.

Rather than a one-size-fits-all approach, Move Together KC embraces the unique ways we choose to move our bodies — emphasizing personalized, simple strategies that people can use to incorporate more activity into their busy lives. We're not talking about extreme workouts or complicated routines, but celebrating the everyday actions that keep us moving. Every movement, no matter how big or small, contributes to a better life and a healthier Kansas City.

Please join us in spreading the word as we move together! Follow along on [Instagram](#) and [Facebook](#) at @MoveTogetherKC for more information and shareable content to help inspire yourself and others to incorporate more movement into our daily lives. We also invite you to share how **you move** with the hashtag #MoveTogetherKC. Let's inspire each other as we promote a culture of physical movement for *every body*.

For organizations looking to join in, we'll provide everything you need to get started with the campaign – from social media materials to printable posters to connections with organizations who care. More information about getting involved can be found at [MoveTogetherKC.org](#).

Ready to get started? Let's #MoveTogetherKC!

[Learn more about Move Together KC](#)