RunVermont

RunVermont Company Health & Wellness Initiative

"Eighty-two percent of US consumers now consider wellness a top or important priority in their everyday lives . . .[, with] Gen Z and millennial consumers . . . purchasing more wellness products and services than older generations." The Trends Defining the $1.8 Trillion Global Wellness Market in 2024, McKinsey & Company, Jan. 16, 2024. This prioritization has significant benefits for both employees and employers because "[r]egular physical activity provides significant physical and mental health benefits[,] contribut[ing] to prevention and management of noncommunicable diseases[,] such as cardiovascular diseases, cancer and diabetes[,] and reduc[ing] symptoms of depression and anxiety, enhance[ing] brain health, and . . . improv[ing] overall well-being." Physical Activity, World Health Organization, Jun. 26, 2024.

Companies are responding with health and wellness programs that offer employees reimbursements for gym memberships, race registration fees, gym equipment, etc.

RunVermont, whose mission is to support running as a lifelong activity, can help you streamline this process for employees that want to participate in RunVermont's largest events and/or help you start a health and wellness program that promotes employee participation in races.

How It Works

- RunVermont will provide your company with a unique registration code for employees to register for Freezy Cheeks 5K Series, Half Marathon Unplugged (including relay option), the M&T Bank Vermont City Marathon & Relay (including relay options and half marathon), and/or Island Vines 10K or 5K for free (or at a discounted rate). Your company gets to pick specifications like number of uses, how long the registration code is valid for and discount (if the company is subsidizing, but not fully covering the registration fee).
- Your company circulates the registration code to employees to register on their own.
- RunVermont sends you a monthly report (if requested) of who has used the registration code and for what race/event.
- Your employees have motivation to train and a bonding experience with their coworkers—especially if they are on a relay team together!
- After the race, RunVermont sends your company an invoice for registration fees and the complete list of names of who has used the code and deducts $10 per registration (individual or relay team) if the code is used at least five times for one race and $20 per registration (individual or relay team) if the code is used at least 10 times for one race (Freezy Cheeks 5K discount capped at $10 per registration).
- Your company then pays the invoice via check or credit card.

Want more information or to sign on as a company health and wellness partner? Contact us at registration@runvermont.org today.