



THE SECRETS OF LIVING LONGER, BETTER ARE ALL AROUND US

- INTRODUCTION
- THE SECRETS
- PROJECT SITES
- NEWS & IMPACT

DISCOVER THE SECRETS OF LONGEVITY FROM AROUND THE WORLD

What if generations of people could live longer, healthier, happier lives? What if it wasn't so hard to do because their surroundings made it easy? Leveraging secrets discovered in Blue Zones around the world—rare longevity hotspots—Blue Zones Project® is helping transform communities across the U.S. into areas where the healthy choice is easy and people live longer with a higher quality of life.

- MOVE NATURALLY
- PURPOSE
- PLANT SLANT
- 80% RULE
- WINE @ FIVE
- DOWN SHIFT
- FAMILY FIRST
- RIGHT TRIBE
- BELONG

MAKE THE HEALTHY CHOICE THE EASY CHOICE

We spend 90 percent of our time in the same places, and that environment dictates how easy it is to make healthy choices, or how difficult. By using the Power 9®, the nine secrets of longevity, to improve where we live, work, learn, and play, we make it easier to get up and move, eat healthy, make new friends, find a reason for being—and live longer, better.



MOVE NATURALLY

The world's longest-lived people live in places that nudge them to move naturally. Working with city planners, schools, and worksites, we reshape communities so people naturally move more each day without thinking about it. We make it fun to leave home and participate in activities, enjoy an active commute, or easily walk to restaurants.



EAT WISELY

People make hundreds of food decisions every day. We help make healthy choices easier. This means working with grocery stores, restaurants, and worksites to offer and bring attention to foods that are more nutritious and tasty. And schools to implement programs and policies that help children create healthy habits.



CONNECT

The people we surround ourselves with, even friends of friends, strongly influence our health. We create connections in a community—between individuals and community organizations, faith based and community groups, and other social activities—so you can easily connect with your right tribe. As we say, belong to live long.



RIGHT OUTLOOK

Research shows that having a reason to wake up can help us live up to seven good years longer. Through mindfulness and purpose workshops, we teach people how to shed stress, live in the moment, and connect with their innate gifts. Then we help them find opportunities to match their passion with commitment to deepen their sense of purpose.

CAN THE BLUE ZONES BE A BLUEPRINT FOR LIVING LONGER, BETTER IN THE U.S.?

A growing number of U.S. cities are adopting the secrets of longevity discovered in Blue Zones around the world. Discover how these neighbors, teachers, community leaders, and people just like you are transforming where they live, work, learn, and play so healthy choices are becoming easy for everyone in the community.



Sign up to be inspired by Blue Zones Communities and discover how you can get involved!

ENTER YOUR EMAIL _____ ZIP CODE _____

IN THE ZONE

Stay on top of the latest happenings in the U.S. Blue Zones Project communities and the Blue Zones discovered around the world.



My Dinner With Longevity Expert Dan Buettner (No Kale Required)

THE NEW YORK TIMES // AUG 1, 2015



Living to 100: Sardinia's secret to longevity

TODAY // APRIL 7, 2015

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| <p>26 COMMUNITIES</p> | <p>1,685 ORGANIZATIONS PARTICIPATING</p> | <p>165,028 PLEDGE ACTIONS TAKEN</p> | <p>1,686,731 LIVES IMPACTED</p> |
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THANK YOU TO OUR PARTNERS IN INNOVATION:

