

EN *compass*

January/February 2020

East Naples' Community Magazine™

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CREW...

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*Opening Day...The New
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Meet Dr. Jeff Hoffer

Need a Boost in Well-Being in 2020?

Join a Moai®



▲ Potluck Moai group with BlueZones founder Dan Buettner.

With the holiday season now behind us, those late nights searching for the perfect gift, many, many holiday parties and allowing ourselves to indulge in a bit of eggnog, we're all feeling a bit strung out and maybe a few pounds heavier. And, of course, the next words out of our mouths will be, "what will my new year's resolution be this year?" Maybe you want to start exercising more? Or maybe you'd like to meet new people? And, maybe you'd like to find a new hobby that you can sustain for a long time? Or maybe you do all three simultaneously by joining a Blue Zones Project Moai!

"What is a Moai?" you ask. Moai® (pronounced "Mo Eye") are groups of people that meet at least once a week for a half hour or more to walk together, have a potluck get-together, or even restaurant hop. The small size of the groups allows the members to focus on building strong friendships.

The word "moai" comes from Okinawa, Japan, one of the original Blue Zones locations and one of the five places around the world where people are living significantly longer and healthier. The term "moai" means "meeting for a common purpose." In Okinawa, neighbors use moais as support systems to help those in need. Based on this tradition, Moai groups provide social connection and support that are just as vital to a person's overall well-being as the benefits of walking and exercise. Across Southwest Florida these walking Moai groups have been especially impactful for people who have just relocated to the area, are looking to broaden their social circle, have recently retired, or maybe experienced the loss of a loved one.

Research shows that if a group commits to meeting on a regular basis, approximately sixty percent become good friends. Blue Zones Project – Southwest Florida recently surveyed 22 ➤

plant-based potluck Moais (99 people) before they started meeting and again, three months into their journey. The results were astounding! During this short timeframe, the following benefits were found:

- Estimated life expectancy per the True Vitality Test increased on average, one year and three months
- 100% reported their Moai contributed to their overall well-being
- 100% said they are now eating more plant-based meals
- Almost 70% shared they had made new, good friends
- 17% reported losing weight, while others lowered their blood pressure, blood sugar and/ or cholesterol

To kick-off 2020 on the right foot, Blue Zones Project is hosting a Moai Launch on Saturday, January 11th, 9-10:00 a.m. If you would like to join a Moai, attend the launch at one of the local locations that is best for you. Attendees will be there only to form their Moai groups where they decide when and where they will meet for walking, potluck get-togethers, or restaurant hopping.

EAGLE LAKES COMMUNITY PARK
 11565 Tamiami Trail E, Naples, FL 34113
 RSVP: MoaiLaunchELP.eventbrite.com

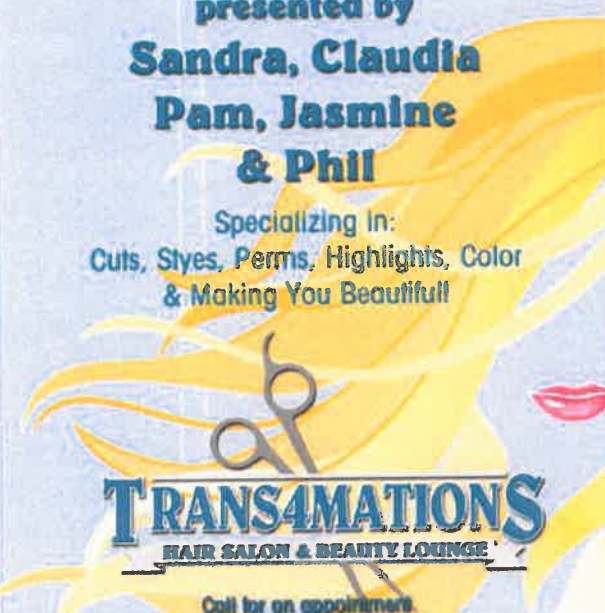
MACKLE PARK
 1361 Andalusia Terrace, Marco Island, FL 34145
 RSVP: MoaiLaunchMP.eventbrite.com

In addition, if you'd like to challenge yourself to a healthy competition, you can also participate in "Track Your Trek". Starting on Jan. 20th, Blue Zones Project is launching a free, community-wide step challenge. Track your steps for 10 weeks and then celebrate your accomplishments at North Collier Regional Park on April 4th right around National Walking Day. Our goal is for Southwest Florida to cumulatively walk the distance it takes to get to all the original Blue Zones locations around the world!

We hope that no matter what your new year's resolution is, that 2020 brings you an abundance of health and happiness. Because don't we all want to live longer, better lives? To learn more about Blue Zones Project – Southwest Florida, visit: [www. BlueZonesProject.com](http://www.BlueZonesProject.com) ■

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