

Welcome to the Arthritis Foundation's Arthritis Walk and *Let's Move Together!*

As many of you are already aware, we began launching *Let's Move Together* at 2008 Arthritis Walk events in an effort to expand our communications and connections with the public. Until now, that movement has only been "soft-launched". In 2009, we will be introducing *Let's Move Together* to the public at-large, supported by media relations and promotion of the movement's website at www.letsmove-together.org.

We encourage you to become more familiar with the movement in advance of your 2009 Arthritis Walk events. It is important to note that *Let's Move Together* is more than a change in the look and logo of the Arthritis Walk. It is an overall re-thinking of how we interact with the public, expanding Arthritis Walk beyond a once-a-year event in local chapters. It is also a resource for people who want to move daily to prevent and treat arthritis – both for themselves and their loved ones. We continue to prepare for 2009 by increasing the amount and types of content available on www.letsmove-together.org, so that it can become a comprehensive resource about movement.

You will see several resources in the Volunteer Resource Center that will tell you more about *Let's Move Together*, particularly in the Public Relations section. These pieces which will help to further explain how the movement and Arthritis Walk fit together.

We appreciate your continued hard work for the Arthritis Walk, and thank you in advance for your efforts as we build Arthritis Walk into this next phase.

Let's Move Together!