

Manulife *Vitality*: Kevin L. Member Story

Some words that would describe me before the program. I hate to say it.

[Kevin stands outside in the sunshine. On screen copy: Kevin L. – Manulife *Vitality* Member Since]

Probably lazy. Post program, more energized.

[Kevin sits on a chair in his dining room.]

[Cut to Kevin running on a trail with his Bernese Mountain Dog; “Harley” is stitched on the harness.]

I felt it was important to get myself back into shape. I was feeling quite sluggish at work, sluggish at home. That's when I decided to make the change.

[Kevin jogs up the steps of his front porch, opens the door and enters.]

I was speaking to my broker. He presented me with this option that rewards you for doing exercise. How can you go wrong?

[Kevin sits in his dining room.]

[Kevin ties up the laces of his running shoes.]

I saw that there were a lot of benefits involved. I get my insurance a tracking device and I get to see my progression.

[Kevin walks along the trail with Harley.]

You can set weight goals, you can set eating different food goals...

Every week there's a minimum point you need to achieve. If you achieve the minimum points, you get a “Spin to win”.

[Kevin sits in his living room.]

I looked at the online education ways to get rewarded. Registering for events, doing your activities you get points for that.

[Harley runs alongside Kevin on the trail.]

All of a sudden I turn around, I'm platinum! To me it's an accomplishment and that's what the program has done for me over the last few years.

[Kevin sits in his living room.]

[Kevin hugs Harley.]

[On screen: Manulife *Vitality* logo. The website address “Manulife.ca/Vitality” appears beneath the logo.]

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