**Email blurbs for Taking Breaks**

**Intro Email**

Welcome to *Taking a Break* campaign!This email campaign is all about reclaiming breaks during work. Remember how you used to have an allocated time for recess and lunch at school? Why not do the same at work? When you think about it, kids *need* the recess break mid-morning and mid-afternoon to go outside and have fun. Without them, there’s no way they would make it through the entire day of school! Is this possible at work too? Can we take a similar kind of “recess” break to recharge ourselves without losing productivity? Let’s find out.

**Week 1 Importance of Taking a Break**

Welcome to the first week of *Taking a Break.* Here’s the issue: a recent survey by workforce consultants showed that 34% of workers usually eat lunch at their desks, while 16% rarely even take any lunch break. Are you one of these people? This week will explain why you should take a break at work, and what constitutes a good break.

**Week 2 Active Breaks**

Now that we all understand the importance of taking break, let’s put that into action! This week you will be provided with several ways to take active breaks and practical tips you can do TODAY. What are you waiting for? Act now!

**Week 3 Benefits of Taking Breaks**

Increased productivity. Lower blood pressure. Reduced stress. Reduced risk of getting heart disease and repetitive stress syndrome. If you ask me, those things sound very good and I would like them! Read here to find out some pretty surprising benefits of taking breaks that go beyond increased energy levels.

**Week 4 Reclaim your Lunch**

This is the last week of *Taking a Break.* It is a small challenge to put you to the test! Your challenge is to commit to taking a lunch break at least 3 times a week anywhere but at your desk. You know you could seriously benefit from a quick break. No excuses … Are you up for the challenge?