**Dear health: Happy Vitality Valentine’s**

The month of February is well known globally as a month of love: whether that’s of the romantic, friendship, family or self-care kind. Here at Vitality, we include our love for health and wellbeing on that list, too. To celebrate this month of love, we asked some of our Vitality experts from around the world what they love most about being a Vitality member.

**Here’s what they had to say:**

**Dr Karen Johnson**

Head of Strategic Programmes and Wellness for Vitality South Africa

*“My goal this year is to build healthy habits and what I love most about Vitality is the Vitality Active Rewards platform which encourages this. It’s all about making those healthy choices consistent, and for me personally this means getting more active. I’m deeply motivated through the weekly rewards I get and the goal streaks I achieve as part of VAR. I’m currently on a goal streak of 207 and this drives me to keep going.”*

Not on VAR yet? You’re missing out >>

**Ari Zadikov**

Head of Technical and Brand Marketing for Vitality Global

*“I have two little girls so teaching them about healthy habits and getting active as a family is hugely important to me. Family fitness is one of the Vitality programme’s priorities: encouraging everyone and anyone to take those small steps towards healthier living, no matter how young or old you are. Through Vitality, we’ve become passionate parkrunners. I highly recommend these weekly, free, 5km walk/runs – and not just for the Vitality points!”*

Find your closest parkrun >>

**Lee Corrigan**

Head of Product Development for Vitality Global

*“Both professionally and personally I’m interested in digital tech and innovation in the health and wellbeing space. Wearables, as a key example, is something that’s become so critical in our modern lives. What I love most about Vitality is the discounted – and even free – access to the latest in wearable tech from the best fitness device brands in the world. Being able to pay for these devices using just ‘sweat currency’ is an added bonus. In particular, I love the Vitality Apple Watch benefit where you can fully fund a new Apple Watch just by getting active and reaching regular exercise goals, it really motivates me to remain consistent.”*

How to earn Vitality points with your fitness device >>

**Jonathan Kibble**

Physical Activity Specialist for Vitality UK

*“You might be expecting me to say something fitness-related because of my role at Vitality, and that’s of course a huge part of what I love about the Vitality programme, but my answer is slightly different: I love the cinema benefit! Being able to earn a cinema voucher with my partner every month is a great incentive and one we always look to achieve. As we earn tickets more frequently than we’d usually go to the cinema we end up seeing films we may not have usually, it’s brilliant!”*

**Daniella Freinkel**

Head of People at Vitality Global

*“”One of my favourite perks of Vitality is the rewards I get for eating healthier. The HealthyFood benefit is linked to one of my favourite grocery stores and I love that I regularly get cash backs and discounts on my shopping just for choosing healthy options. This also helps me to be more aware of what I eat and I find myself planning and prepping meals with a lot more thought and care now – but in quick, easy, tasty ways.”*

Activate your HealthyFood benefit >>

**Dr Mosima Mabunda**

Head of Wellness for Vitality South Africa

*“You’ll find me at any Vitality event – whether that’s a run, walk or cycle event – and I love seeing our pink Vitality brand at these race events not just here in South Africa where I’m based but globally, too. In particular, I love being a member of the Team Vitality running and cycling club and all the perks that come with that including VIP race entries and post-race snacks and massages. I also love our national running series hosted by Vitality that covers 5km, 10km and 21km distances – so everyone, at any fitness level, can get involved. Vitality offers a sense of community that helps everyone feel that they belong.”*

Train for your next race event >>

**What do YOU love most about Vitality?** Share your love with us this month online using the hashtag #VitalityValentines and you’ll stand a chance of winning a spot prize.

*For more information about Vitality’s evidence-based approach that encourages and rewards members for healthier living, visit the* [*Vitality Global website*](https://www.vitalityglobal.com/)*.*