



The You Matter Marathon

No running required!

The **You Matter Marathon** is creating and enriching positive connections between people and within communities.

Last November people from all 50 states and 59 countries shared 431,460 **You Matter** cards! This year we're determined to share **1 Million You Matter** cards.

The results are astounding. 61% of participants report that they achieve a greater sense of gratitude and enhanced connection with others. 51% report enhanced compassion for others; and 50% achieve enhanced levels of personal happiness. The lesson? One small gesture and two small words can help forge connections and spread kindness, compassion, and happiness.

YOU MATTER

“We are each other’s harvest; we are each other’s business; we are each other’s magnitude and bond.”

—Gwendolyn Brooks

Can you really make a difference with two words and a simple gesture? The answer is yes! Something amazing happens when you share positivity in the world. Check out the video below to see the **You Matter Marathon** in action!



How the You Matter Marathon Works

Individuals or organizations sign up to receive 30 **You Matter** cards in the mail, free of charge. Participants are invited to join a private Facebook group to connect with other **You Matter Marathoners**. Participants receive weekly emails sharing our progress and inspiring stories.

How You Can Participate

1. Sign-up! Go to www.YouMatterMarathon.com.
2. You can participate as an individual or as an ambassador for a group like a school or business.
3. Individuals who sign up will receive 30 free You Matter cards (while supplies last).
4. Once you sign up you'll receive an email confirming your participation, and giving you all the information you need to have a great Marathon.
5. Share the You Matter Cards. By participating in the Marathon you agree to share 30 You Matter cards during November.



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Cheryl is an author, speaker and coach inspiring people to be leaders in their own lives.

To Learn More go to
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