



No Running Required!

The You Matter Marathon

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

Over 75,000 people from all 50 states and 64 countries have shared almost half-a-million cards. This year we're determined to reach 1 million!

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! Scan or click the QR code below to see the **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.



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

You Matter Marathon is a project of the [Urban Affairs Coalition](#), a 501c3 Non-Profit Charitable Organization. The official registration and financial information of the Urban Affairs Coalition may be obtained from the Pennsylvania Department of State by calling toll-free, within Pennsylvania, 1-800-732-0999. Registration does not imply endorsement.

To Learn More go to
www.YouMatterMarathon.com
or contact
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