

— HOOFIT —

The anchor program of the partnership and in its third season of activation, HOOFit continues to engage Zoo guests and community members on and off our property about health and wellness and the OhioHealth brand through its multi-layered programming.

PROGRAM PROMOTION

- In-park HOOFit handout/step guide (13,000)
- Zoo's Park Map (750,000)
- In-park digital network slide (1, rotating)
- ColumbusZoo.org HOOFit page (1) and event calendar pages (5)
- OhioHealth.com/HOOFit page, 7,425 views
- Beastly Bytes e-blast (6), reaching 305,350 active email addresses
- Beastly Banner (1, summer), reaching 77,049 member households
- Zoo Facebook (10 posts, reaching 174,556 users), Zoo Instagram (10 posts), Zoo Twitter (17 tweets), OhioHealth Facebook (21 posts, reaching 21,145 users), OhioHealth Instagram (22 posts), OhioHealth Twitter (106 tweets)
- NBC4 (:30s) spots (5+, prior to each walk), 256.8 TRPs
- NBC4 spots with Ellie Merritt, following each walk (5)
- NBC4i.com digital banners (2 weeks prior), 400,000 impressions
- Radio live-reads prior to walks (5+, WCOL, WODC, WNCI), 276 TRPs
- Facebook targeted digital ads, 1.12 million impressions

Are you ready to HooFit at the Zoo this summer?

Here are healthy tips from experts at OhioHealth to ensure your summer adventures are both fun and healthy.

- Your body loses water faster when you're active, like walking around the Zoo on a hot day. To prevent dehydration, drink at least 3 cups — or one big water bottle — every hour.
- If you don't like drinking plain water, pack slices of citrus fruit or cucumber to add for more flavor.
- Walking the 6,117 steps at the Zoo in flip-flops or sandals could cause foot pain, so wear shoes that support your ankle and feet, like athletic shoes.
- Choose light-colored clothing made of breathable material, such as a mesh or a polyester/cotton blend. The fabric will help keep you cool by reflecting the sun's rays and allowing air to reach your skin.
- Don't forget to grab a hat and sunglasses to protect your eyes and the top of your head from the sun.
- Use sunscreen with an SPF of 30 or higher, and look for products containing zinc oxide. Be sure to reapply every 60 to 90 minutes, even if it's sweat or water proof.

HooFit tips for tots

Check out these fun ways to keep your little adventurer hydrated in the heat.

GIVE IT A BOOST! Add water to your child's fruit juice to give it an extra boost of H₂O.

CHILL IT OUT! Freeze gopher, which are high in water content, for a cool summer snack.

MAKE IT A GAME! When it's time for a water break, have your child count to five while taking five drinks of water.

READY. SET. HooFit!

WALK WITH ANIMAL CAREERS AND YOU'LL GET TWO!

MEET WALK
Cold Weather Wellness
SEPTEMBER 19 • 9:30AM

Supporting a healthier you AT EVERY STEP.

CLICK HERE

JOIN NBC4'S ELLIE MERRITT AT THE COLUMBUS ZOO!

MAY 13th at 9:30AM at the Zoo