



**PARTNERSHIP AGREEMENT BETWEEN**  
**THE OFFICE ON WOMEN'S HEALTH**  
**U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES**  
**AND**  
**CURVES INTERNATIONAL, INC.**

The Office on Women's Health (OWH), U.S. Department of Health and Human Services (HHS), and Curves International, Inc., agree to collaborate in celebrating OWH's National Women's Health Week (NWHW) according to the terms expressed below:

**1. Background**

OWH was established in 1991 and coordinates the efforts of all the HHS agencies and offices involved in women's health. OWH works to improve the health and well-being of women and girls in the United States by developing community programs, by educating health professionals, and by motivating behavior change in consumers through the dissemination of trustworthy and accurate health information. OWH created NWHW to promote and celebrate women's health and support women to make their health a priority.

***What is National Women's Health Week?***

- The 13<sup>th</sup> annual National Women's Health Week kicks off on Mother's Day (May 13) and is celebrated until May 19.
- It is a nationwide observance coordinated by OWH.
- NWHW is observed nationally but carried out locally with events and other activities, such as 5K runs, health fairs, and educational talks.
- *It's Your Time* is the theme for NWHW 2012.

***What are the goals of National Women's Health Week?***

- To empower women to make their health a priority.
- To support women to take steps to improve their health.
- To encourage organizations to hold women's health events and activities across the country.

***Why should we recognize National Women's Health Week?***

- Women are the foundation of many families and too often spend more time and energy caring for their loved ones than they do for themselves. We want women to also care for themselves by putting their health first.

***What can women do during National Women's Health Week?***

- Women can take steps toward better health.
  1. Visit a health care professional to receive regular checkups and preventive screenings.
  2. Get active.
  3. Eat healthy.
  4. Pay attention to mental health, including getting enough sleep and managing stress.
  5. Avoid unhealthy behaviors, such as smoking and not wearing a seatbelt or bicycle helmet.

Curves International, Inc. is the largest fitness franchise in the world, with more than 7,000 locations in 90 countries. Curves is the first fitness and weight-loss facility designed for women, and offers a complete fitness and nutrition solution, including diet, exercise and motivation. The Curves 30 minute workout exercises every major muscle group and burns up to 500 calories through a proven program of strength training, cardio, and stretching. In addition, club promotions and events encourage women to support charitable causes, learn about health-related issues and forge lasting friendships as part of the global Curves community.

**Responsibilities for OWH/Curves Partnership**

*OWH is responsible for:*

- Signed letter by the Deputy Assistant Secretary for Health-Women's Health for each Curves club providing information on NWHW and thanking Curves for participation in NWHW.
- Look into the possibility of providing signed certificates of participation for each club that registers a National Curves Day event (or other event during NWHW).
- Inclusion of Curves on our NWHW partner web page (<http://www.womenshealth.gov/whw/partners/>).
- Listing of each franchise's activities or events listed in the NWHW activity registrar.
- Promotion of Curves celebrating NWHW on NWHW Facebook page and OWH Twitter account.
- Having OWH's Regional Women's Health Coordinators (RWHCs) assist with identifying speakers for Curves events and providing other support.
- Providing free health education materials to hand out at National Curves Day events or other Curves events in celebration of NWHW (while supplies last and if budget allows). Women's health materials are also available for download on [womenshealth.gov](http://womenshealth.gov).
- Providing language on NWHW for Curves email newsletters, websites, *DIANE* magazine, Facebook, etc.

*Curves International, Inc. is responsible for:*

- Creation of “National Curves Day,” to be celebrated during and in support of NWHW.

The 2012 date will be Thursday, May 17, and hereafter, National Curves Day will be the Thursday of NWHW.

- A program outline with suggested events, activities and materials for clubs to follow.
  - Announcement of the Day at regional conventions in the spring and through Curves communication channels.
  - Distribution of free 30-day membership coupons to event attendees.
  - Promotion and marketing of the Day to clubs, members and the public through national advertising, a press release, email newsletters, websites, *DIANE* magazine, Facebook and other social media, etc.
    - Major promotion will occur 2 weeks before the event and throughout NWHW.
  - Encouragement and facilitation of registration of events on the NWHW website.
  - Survey after event to measure participation/success and share results with OWH.
- A list of club contact information by state/region to pass along to OWH RWHCs along with letter or directive to help facilitate local partnerships with RWHCs.
  - Helping coordinate the matching of RWHCs and Curves’ Area Directors to get clubs involved with OWH on a local level.

### **3. Fees and Other Charges**

There are no registration fees or other charges associated with NWHW.

### **4. Independently Sponsored Portions of the Program**

No portions of the program will be independently sponsored.

### **5. Fundraising**

Curves International, Inc. will make clear, in any solicitation for funds to cover its costs in participating in NWHW, that it, not HHS or OWH, is asking for the funds. Curves International, Inc. will not imply that HHS or OWH endorses any fundraising activities in connection with NWHW. Curves International, Inc. will make clear to donors that any gift will go solely toward defraying the expenses of Curves International, Inc., not HHS or OWH.

## 6. Promotional Activity

Curves International, Inc. will ensure that any incidental promotional activity does not imply that HHS or OWH endorses any of Curves products or services. Curves International, Inc. will make reasonable efforts, subject to HHS review, to segregate any incidental promotional activity from the main activities of NWHW.

## 7. Campaign Publicity and Endorsements

Curves International, Inc. will not use the name of HHS or any of its components, except in factual publicity for NWHW. Factual publicity includes dates, times, locations, purposes, agendas, fees, and speakers involved with NWHW/OWH. Such factual publicity shall not imply that the involvement of HHS in the program serves as an endorsement of the general policies, activities, or products of Curves; where confusion could result, publicity should be accompanied by a disclaimer to the effect that no endorsement is intended. Curves International, Inc. will clear all publicity materials for NWHW with OWH and HHS to ensure compliance with this paragraph.

## 8. Records

Records concerning the program shall account fully and accurately for the financial commitments and expenditures of OWH and Curves International, Inc. Such records shall reflect, at a minimum, the amounts, sources, and uses of all funds.

## 9. Public Availability

This partnership agreement, as well as the financial records described in paragraph 8, shall be publicly available upon request.

## 10. Partnership Guidance

HHS and Curves will abide by the legal memorandum of August 8, 2002, entitled "Co-Sponsorship Guidance," issued by the HHS Designated Agency Ethics Official.

Agreed to on 2/24/2012, by:

Nancy C. Lee, M.D.  
Deputy Assistant Secretary of Health-  
Women's Health  
U.S. Department of Health and  
Human Services

Agreed to on 2/28/2012, by:

Becky Frusher  
Corporate Communications  
Curves International, Inc.