



BECAUSE OF YOU

As we draw closer to the culmination of our project, we are thrilled to announce that we are on the way to achieving our ambitious goal: becoming a Certified Blue Zones Community! This remarkable accomplishment is a direct testament to the unwavering dedication and enthusiastic participation of each and every one of you. Your collective efforts have been the driving force behind our success, and it's all because of you!

The Blue Zones Story, with its compelling narrative of longevity and well-being, has resonated deeply within our community. Its powerful message has inspired over 11,000 individuals across Mendocino County, who have actively engaged with and been moved by its insights. This widespread interest underscores the profound impact the Blue Zones principles have had on fostering a healthier and more vibrant lifestyle within our population.

A cornerstone of the Blue Zones initiative is the cultivation of strong social connections, and our community has embraced this wholeheartedly through the formation of Moais. We are incredibly proud to report that over 300 people have actively participated in our Walking Moais, forming new friendships and building supportive networks while engaging in physical activity. Beyond the physical, the concept of Purpose Moais has also taken root, with 61 individuals having successfully completed these groups, diving into their personal sense of purpose and finding shared meaning. Further expanding on this crucial aspect, 482 people have attended our Purpose Workshops, gaining valuable tools and insights to discover and live out their life's calling.

The exploration of plant-based nutrition has also sparked considerable excitement and engagement within our community. It's inspiring to see that 2,249 individuals have enthusiastically participated in a cooking class or cooking demonstration, eager to learn new plant-based recipes and integrate healthier eating habits into their daily lives. This keen interest highlights a growing awareness and desire for nutritious dietary choices that align with Blue Zones principles.

Our community's spirit of generosity and its inherent desire to give back are truly exemplary. This compassionate nature is evident in the remarkable fact that over 850 individuals have selflessly volunteered their time and efforts to support various initiatives, contributing to the overall well-being and strengthening the fabric of our community. Their dedication to service embodies the altruistic values central to the Blue Zones philosophy.

As we reflect on all that we have accomplished together, one thing is clear: this journey has never been about just checking boxes—it has been about transforming lives, deepening our connections, and creating a legacy of health and happiness that will endure for generations. The progress we've made as a community is nothing short of extraordinary, and it's a direct reflection of your passion, commitment, and shared vision.

Thank you for believing in the Blue Zones mission and for taking meaningful steps—both big and small—to bring it to life right here in Mendocino County. As we stand on the threshold of becoming a Certified Blue Zones Community, let us carry this momentum forward. Together, we are not only building a healthier place to live—we are shaping a future defined by purpose, connection, and vitality.

Here's to all we've achieved—and to all the good still to come.

