



# sabes jcc

For Immediate Release

Contact: Wendy Khabie  
Khabie Communications  
763-443-8083

## **FITNESS, PHILANTHROPY UNITE ON FACEBOOK-LIKE SITE** ***Plus 3 Network* turns sweat equity into social capital**

Minneapolis, MN – Staying in shape this summer could have an added benefit for Twin Cities residents -- it could help them raise money to support causes they believe in, while cheering on and challenging others to do the same. The Sabes Jewish Community Center in St. Louis Park has teamed up with Erik's Bike and Board to promote greater community wellness by utilizing an innovative social networking site called Plus 3 Network ([www.plus3network.com](http://www.plus3network.com)).

“This tool enables us to engage the community, helps inspire individuals and families to be more active, and drive support to this important community asset,” says Stuart Wachs, Sabes JCC CEO. “A part of the JCC’s mission is to inspire life balance, and the Plus 3 platform helps us do that.”

Plus 3 Network motivates people by making a donation to charity for every healthy activity a person completes. Here’s how it works: Anyone can create a free Plus 3 account and profile and select a charity of their choice. With over 50 physical activities to select from, one can bike, run, participate in team sports, gym activities and even perform household chores like vacuuming or raking leaves.

Activity participation is tracked and recorded online in a public forum, and for each exercise or activity performed, a prescribed number of "kudos" are awarded. Each kudo has a dollar value that a corporate sponsor will donate to a designated cause.

"Plus 3 users charge into the day knowing that every walk to the store, bike ride, yoga hour, or snowboard session is an opportunity to improve both personal and community well-being," said Rick Sutton, the Co-Founder and CEO of the California-based Plus3 Network.

"What's more, corporate sponsors love this model because it creates meaningful community relationships over an extended period of time, highlights charitable giving, all the while encouraging an active lifestyle."

**The Sabes JCC is the first Minnesota non-profit on Plus 3 Network.** And while JCC members are logging their activities and earning kudos points, Erik's Bike and Board will make contributions to the JCC on their behalf. In the first few weeks of the Plus 3 launch, more than 300 users enrolled in the program, raising fifteen hundred dollars for the community center.

"Erik's Bike and Board is dedicated to the communities in which we do business," says Erik Saltvold, CEO and Founder of Erik's Bike and Board. "With the help of the Plus 3 Network, we are able to empower people to turn their everyday exercise activities into raised awareness and dollars for the Sabes Jewish Community Center in St. Louis Park."

The contributions from Erik's Bike and Board support vital programs and services that the JCC provides to the Twin Cities community including classes for youth, inclusion services, and programs for immigrants and the elderly.

For more information on Plus 3 at the Sabes JCC, please contact Wendy Khobie, Khobie Communications 763-443-8083 or [wkhabie@aol.com](mailto:wkhabie@aol.com). Inquiries regarding Erik's Bike and Board, should be directed to Libby Hurley 952.351.8349 or [lhurley@eriksbikeshop.com](mailto:lhurley@eriksbikeshop.com).

For more information about Plus 3 Network's public-facing and employee wellness programs, please contact Joe Fabris at 408- 827-8713. You can also visit [www.plus3network.com](http://www.plus3network.com)