



# Basis Peak to Support VFW, Veterans and Heal Their Lifestyles

## Get fit, sleep better, stay motivated and help veterans

May 11, 2015

**KANSAS CITY, Mo.** — In honor of Military Appreciation Month, Basis, an Intel Company will show its support to America's veterans and service members by generously donating to the VFW. Beginning May 11, Basis will donate \$10 from each of its newest fitness and sleep tracker, Basis Peak™ sold at [www.mybasis.com](http://www.mybasis.com) to the VFW in support of its programs and services. The promotion runs through May 31 and includes \*free U.S. ground shipping on every purchase.

The Basis Peak fitness and sleep tracker helps users get fit, sleep better, stay motivated and stay connected. Peak provides a complete look at daily activity, fitness and sleep, along with smartwatch notifications so users can work toward a better self while staying close to what matters.

"This is an extremely easy to use product that reveals valuable information about overall health. I'm on my fourth day of wearing the Peak and have already learned a lot about my daily activity, fitness levels and sleep patterns. Part of reaching a healthier lifestyle is an understanding of your current patterns and habits. Peak is a great product that delivers just that," said John Hamilton, VFW adjutant general. "Purchase a Peak through May 31 and you're not only helping yourself, you're helping America's veterans, service members and their families. It's a win-win."

The Peak tracks users' heart rates 24/7 and automatically detects walks, runs, rides and sleep—with no button-pushing required. And with occasional nudges to help users reach their goals, Peak's always working to improve its wearers' lifestyle, all in a sleek, comfortable design that goes easily from the workout to workplace.

"At Basis, the ultimate goal behind our products has always been helping people to live healthier lives, and we're happy to be working with the Veterans of Foreign Wars to help the

### NATIONAL HEADQUARTERS

406 W. 34th Street  
Kansas City, MO 64111  
Office 816.756.3390  
Fax 816.968.1157

### WASHINGTON OFFICE

200 Maryland Ave., N.E.  
Washington, D.C. 20002  
Office 202.543.2239  
Fax 202.543.6719

[info@vfw.org](mailto:info@vfw.org)  
[www.vfw.org](http://www.vfw.org)

lives of our country's veterans," said Jef Holove, general manager of Basis, an Intel company. "We hope this program will get people motivated about improving their own health while contributing to a great cause and organization."

In addition to its support of veterans through the VFW, Basis has announced a donation of one thousand Basis fitness and sleep trackers to the VA Boston Healthcare System (VABHS). VABHS is using Basis fitness and sleep trackers in a study focused on tracking sleep patterns in veterans suffering from PTSD-related nightmares. It will also use the trackers in its MOVE weight management program to support a wide variety of veterans' activities, including the local VA rowing team as well as stress reduction yoga courses.

For more information about Basis and its products, visit [www.mybasis.com](http://www.mybasis.com). \*Want to ship a Peak to an APO? Contact [support@mybasis.com](mailto:support@mybasis.com) for more information.

#### About Basis

Basis, an Intel company, is a maker of comprehensive fitness and sleep tracking products, designed to improve people's lives through habit-driven behavior change. Basis' wearable fitness trackers incorporate multiple sensors that capture physiological data, activity and sleep, pairing an automated and easy user experience with deep health insights. Basis prioritizes comfort, customization, durability, connectivity and style to design products that can be used night and day, and provide value in a way that fits seamlessly into users' lives.

Intel, the Intel logo, Basis and Peak are trademarks of Intel Corporation in the U.S. and/or other countries.