



BLUE ZONES[®]

live better, longer[™]



OUR PURPOSE

To empower
everyone,
everywhere to live
better, longer



Our Origin Story



Board of Advisors



Robert L. Kane, MD
Minnesota Chair in Long-Term Care and Aging,
University of Minnesota Public Health



Luigi Ferrucci MD, PhD
Director, Baltimore Longitudinal Study of Aging



Jack Guralnik MD, PhD
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Section, National Institute of Aging



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Illinois at Chicago

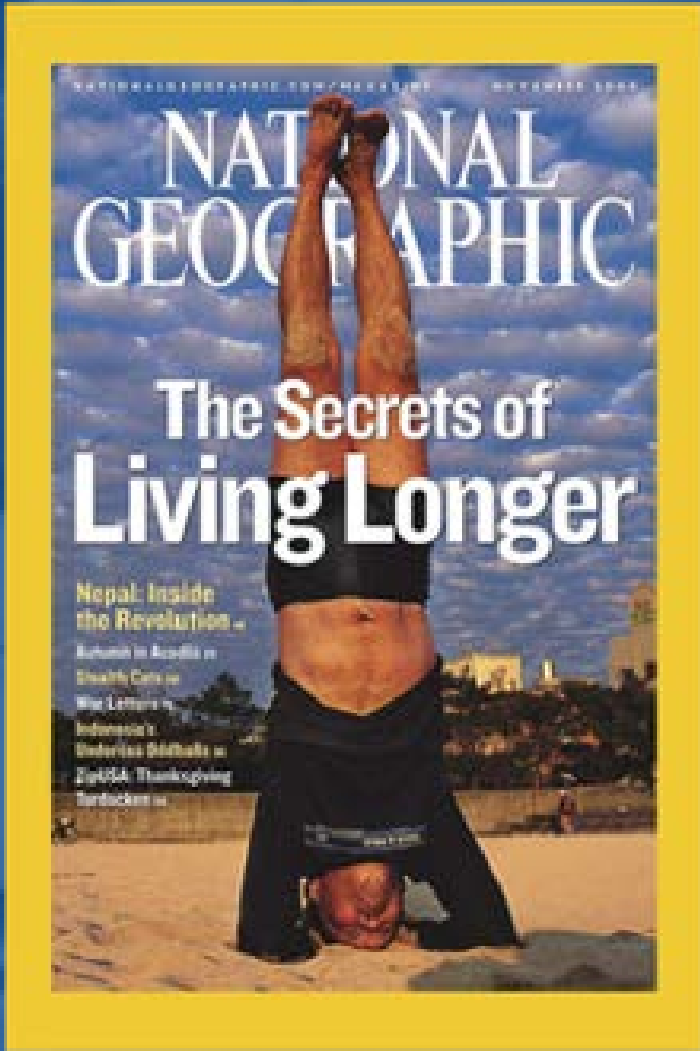


Thomas Perls MD, PhD
Director of New England Centenarian Study,
Associate Professor, Boston University



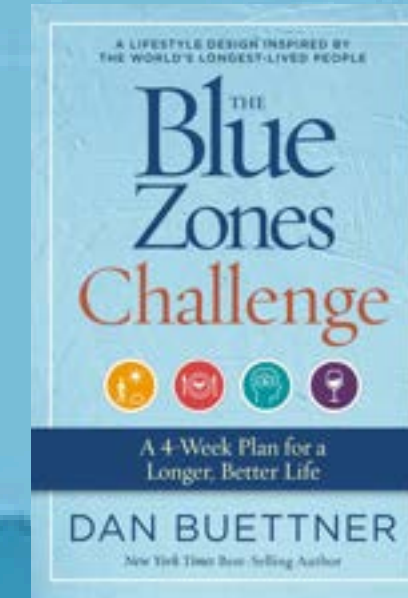
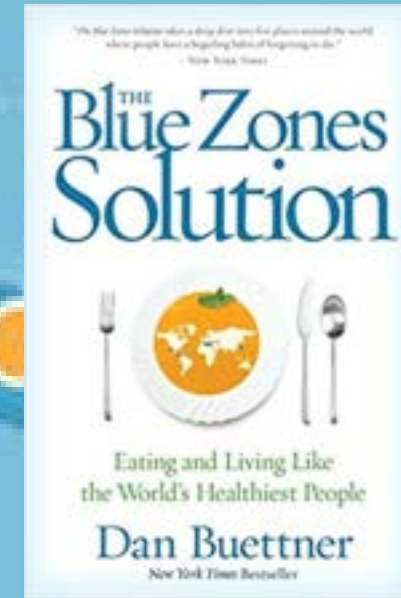
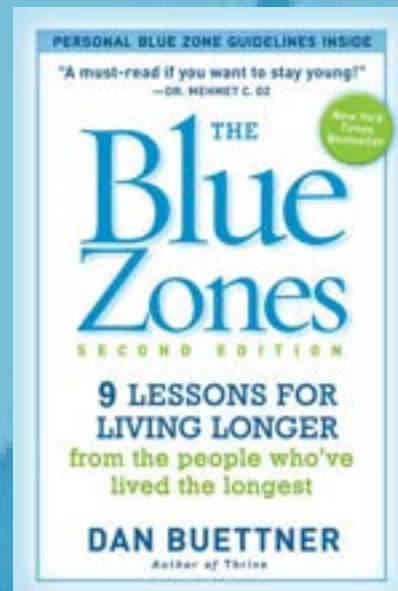
Margaret Artz, PhD
Assistant Professor, Department of
Experimental and Clinical Pharmacology,
University of Minnesota

The original blue zones are

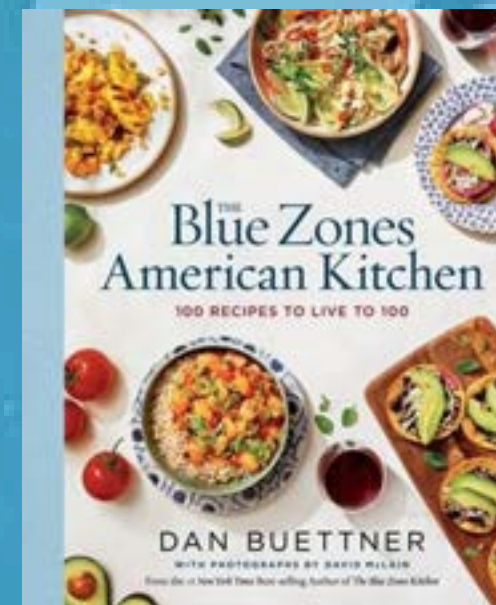
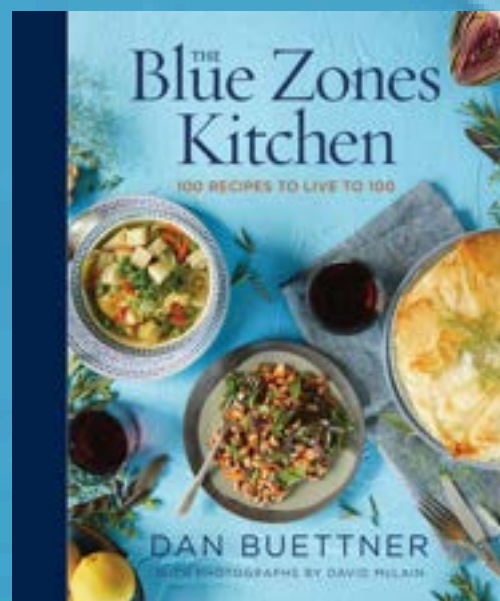



communities built for optimal well-being





LIVE BETTER, LONGER



A satellite-style map of East Asia, showing the Korean Peninsula, Japan, and the Ryukyu Islands. The Ryukyu Islands are highlighted with a glowing green and yellow light, indicating their focus in the image. The text "OKINAWA, JAPAN" is overlaid on the map in a white, serif font.

OKINAWA, JAPAN



The image is a composite. The left side shows a photograph of a rugged coastline with brownish, rocky hills and a white, jagged shoreline. The right side is a dark blue map of Sardinia, Italy, with a white outline of the island. The text 'SARDINIA, ITALY' is centered over the map in a white, serif font.

SARDINIA,
ITALY



A topographical map of Greece and the surrounding Aegean Sea. The landmasses are shown in shades of brown and tan, indicating elevation. The sea is a deep blue. The island of Icaria is highlighted with a bright white glow. The text 'IKARÍA, GREECE' is overlaid in the center of the map.


IKARÍA,
GREECE



A silhouette of a person's profile, facing right, is set against a background of a sunset or sunrise. The sky is a mix of deep blue and orange, with the sun's glow creating a bright, hazy area behind the person's head. The person's features, including their nose, lips, and chin, are clearly defined in white against the darker background.

NICOYA,
COSTA RICA



An aerial photograph of a coastline, likely in California, showing a blue ocean on the left and a brownish-green landmass on the right. A bright sun flare is visible in the lower right quadrant of the image. The text 'LOMA LINDA, CALIFORNIA' is overlaid in white, serif font across the center of the image.

LOMA LINDA,
CALIFORNIA



Our learnings



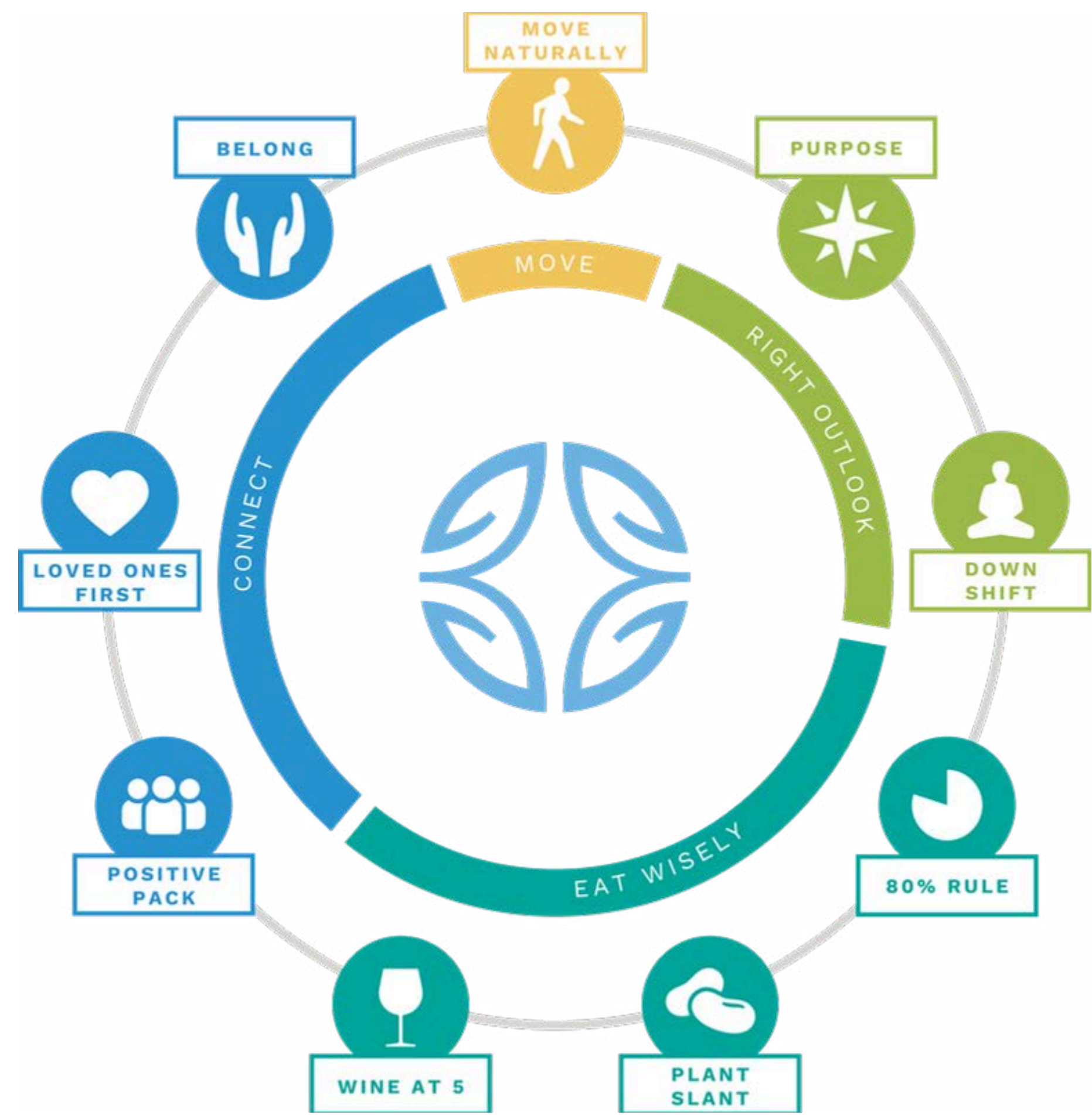
POWER 9[®]

“People who live a long time don’t really know why they live a long time. They live in an environment where the healthy choice is not only the easy choice - but often the only choice.”

Dan Buettner, author *The Blue Zones Challenge*, p9



POWER 9[®]



POWER 9[®]

MOVE



POWER 9[®]

RIGHT OUTLOOK



POWER 9[®]

EATING WISELY



POWER 9[®]

CONNECT



By comparison





A woman with long brown hair, wearing dark sunglasses and a blue denim jacket, is smiling and holding a young child with curly blonde hair. The child is wearing a white long-sleeved shirt with a pink leopard print. They are outdoors in a park-like setting with a green lawn and other people in the background. The image is split vertically: the left side is a solid blue overlay, and the right side shows the actual scene. The text "There's a better way" is overlaid on the blue section.

There's a
better way



Albert Lea, Minnesota

Beach Cities, California



Fort Worth, Texas



NCH Healthcare System

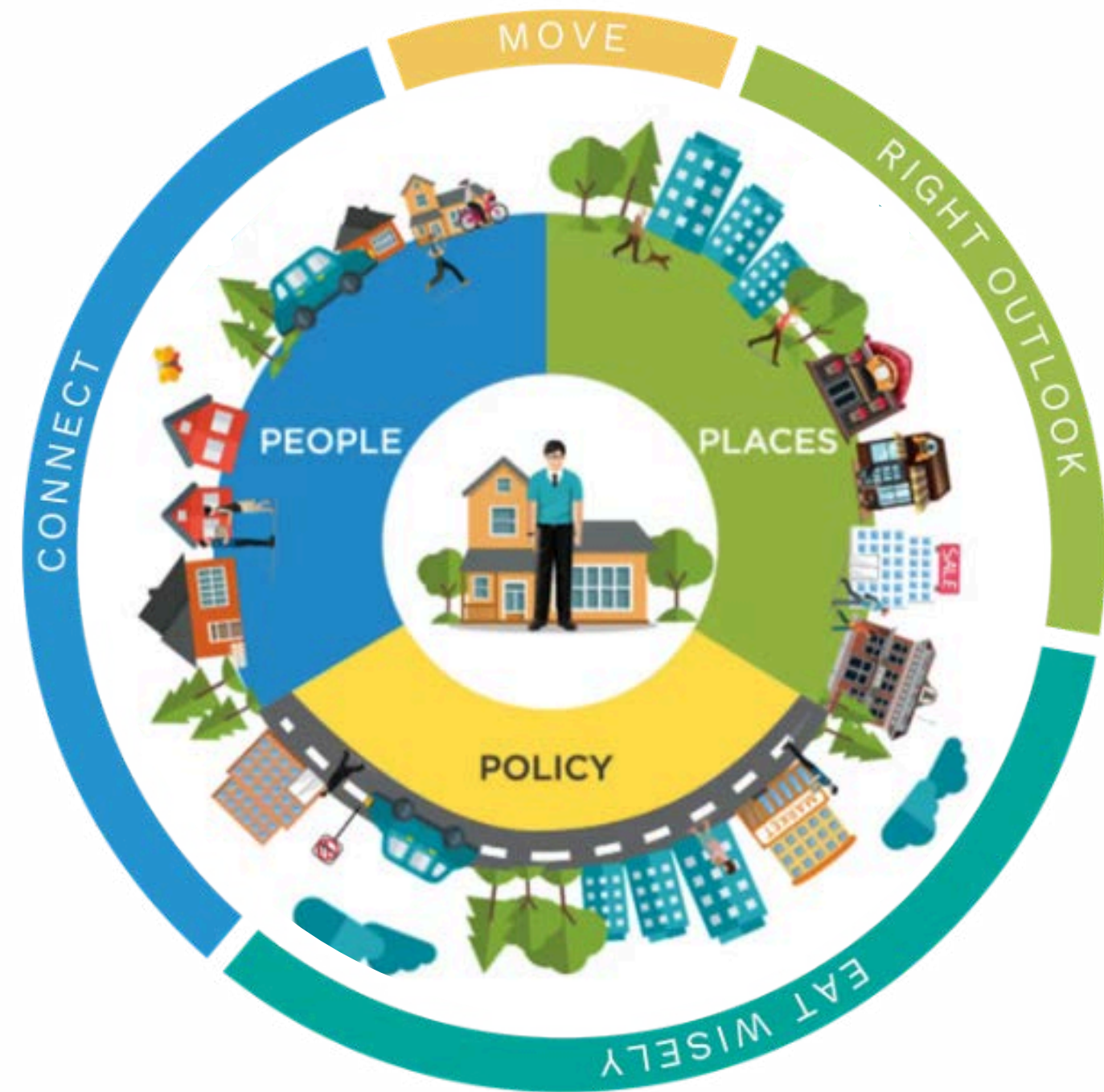
A group of people is walking away from the camera on a concrete pier with a metal railing. The scene is set at dusk, with the sky in shades of blue and purple. In the background, a densely populated city is visible, with many windows and buildings illuminated with warm lights. The water of the ocean is visible to the right of the pier. The overall atmosphere is calm and scenic.

Our work



LIFE RADIUS

Where we live,
eat, work, and
play



Source: Danish Twin Study

PALM SPRINGS YEAR TWO





BLUE ZONES PROJECT®

live better, longer™



Impacting
people



Impacting
places



Impacting
policy



Life Radius[®]



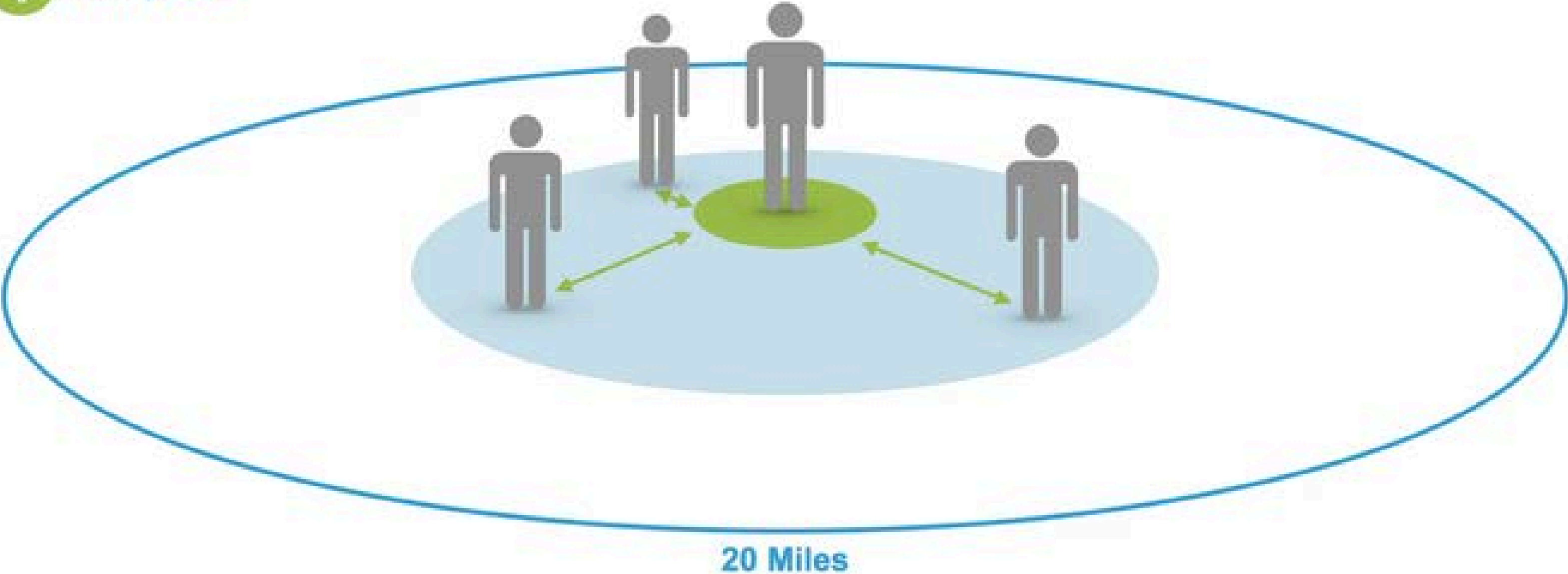
Life Radius [®]

PEOPLE

 Pledge

 Moai

 Purpose



People in Community








Life Radius[®]

PEOPLE

-  Pledge
-  Moai
-  Purpose

PLACES

-  Grocery Stores
-  Worksites
-  Restaurants
-  Schools
-  Faith-Based Communities



Places in Community



Life Radius[®]

PEOPLE

-  Pledge
-  Moai
-  Purpose

PLACES

-  Grocery Stores
-  Worksites
-  Restaurants

-  Schools
-  Faith-Based Communities

POLICY

-  Food
-  Tobacco & Alcohol
-  Built Environment



20 Miles

Policy in Community



Life Radius[®]

PEOPLE

-  Pledge
-  Moai
-  Purpose

PLACES

-  Grocery Stores
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POLICY

-  Food
-  Tobacco & Alcohol
-  Built Environment



20 Miles

Our timeline



Transformation Process | Where We've Been



Measuring Success With The Well-Being Index



PURPOSE



SOCIAL



FINANCIAL



COMMUNITY



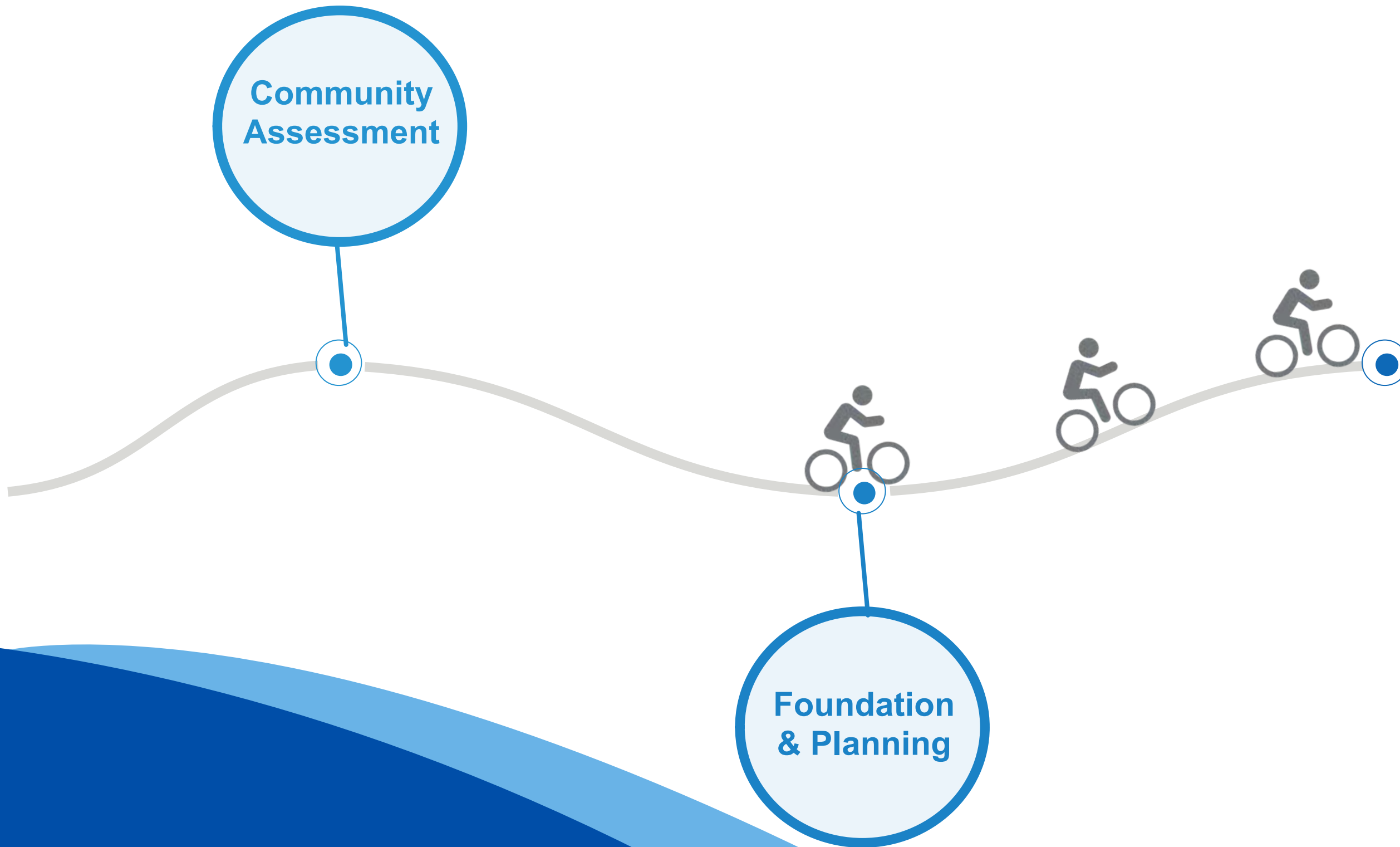
PHYSICAL



Transformation Process | Where We've Been



Transformation Process | Where We've Been



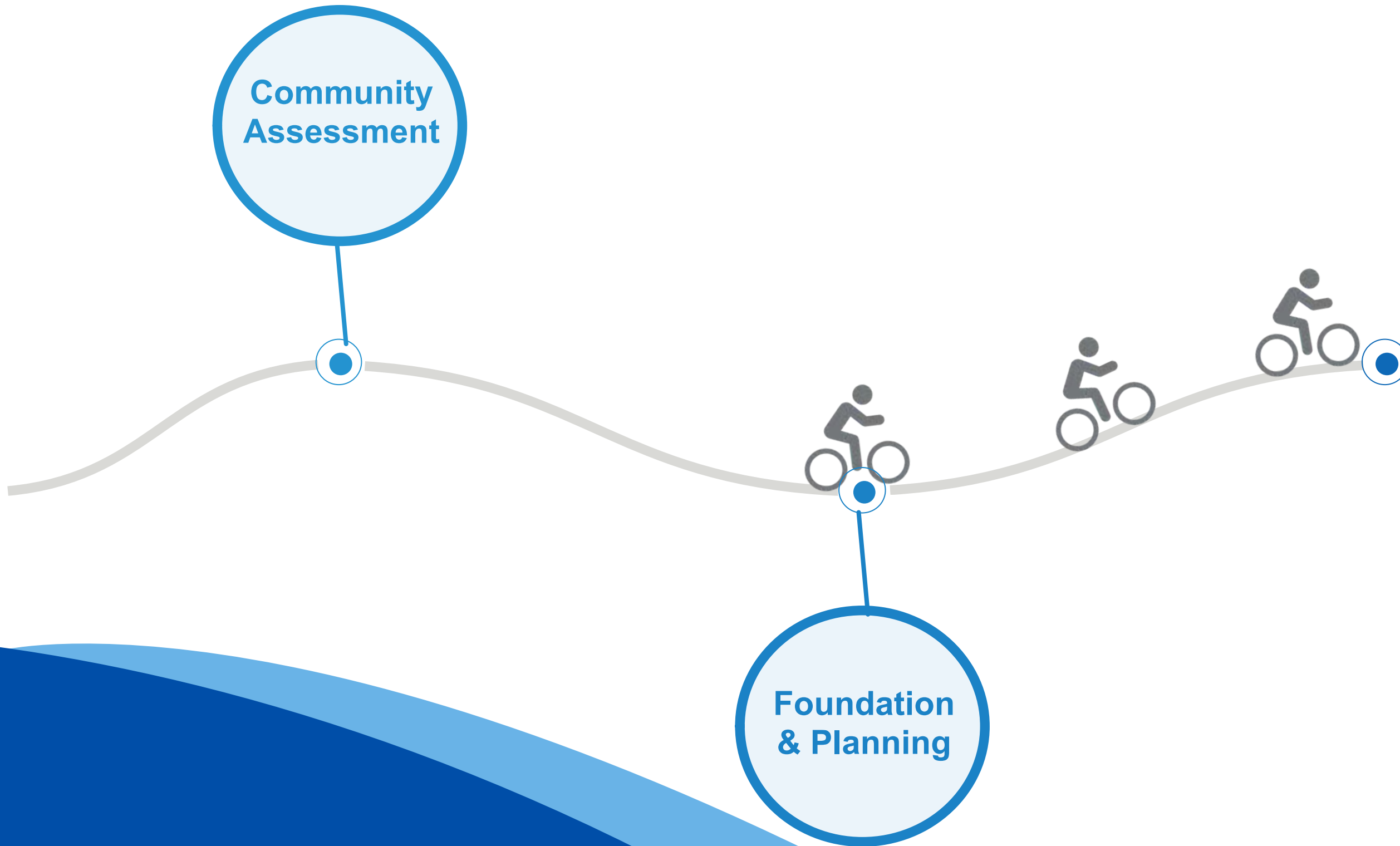
Blueprint

[Insert QR code
for community
blueprint]

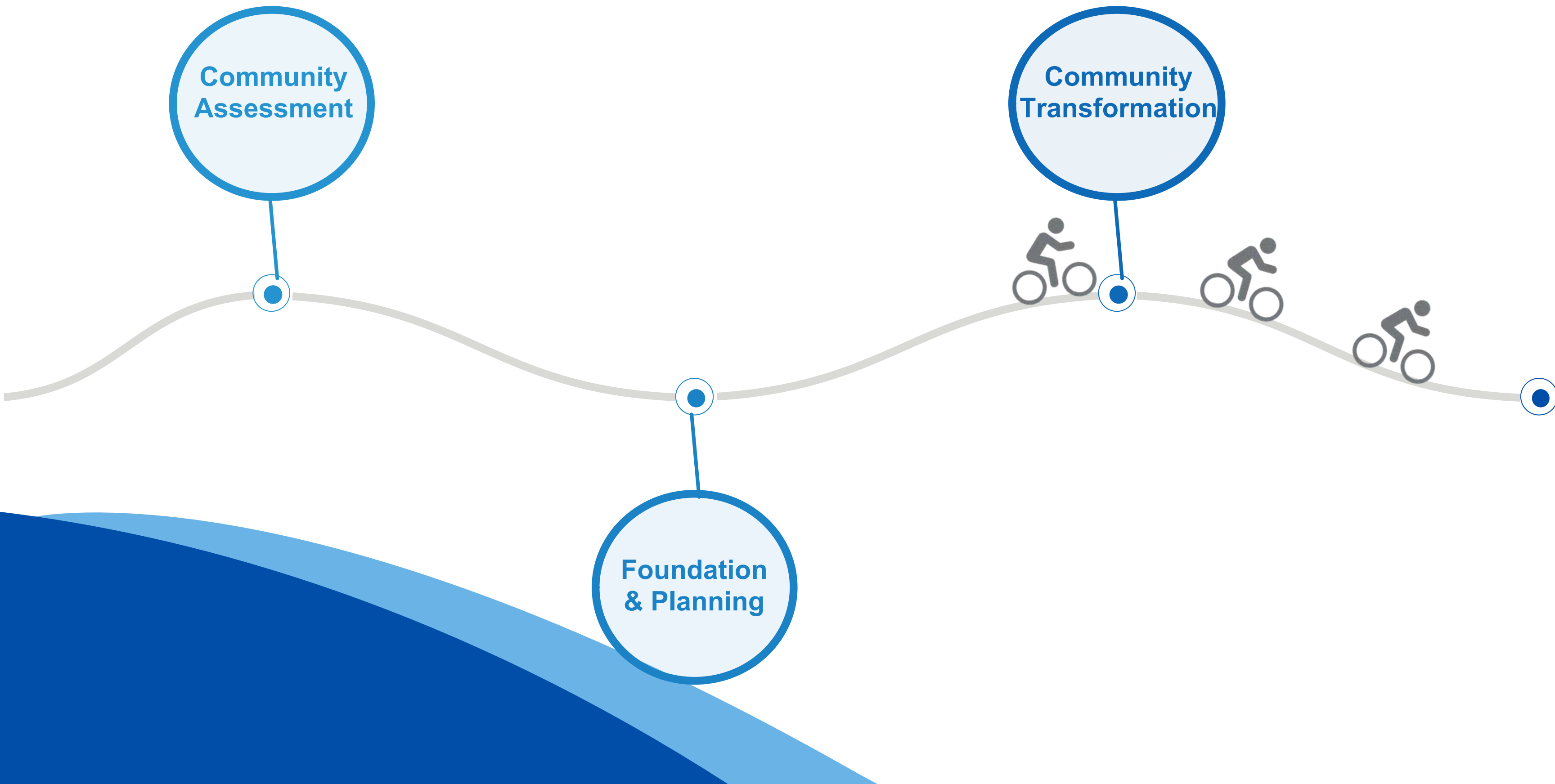
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community
blueprint cover]

www.bluezonesprojectpalmsprings.com

Transformation Process | Where We've Been



Transformation Process | Where We Are



Transformation Process | Where We're Going





Get involved





BLUE ZONES WEEK

OCTOBER 17-22, 2026

**ADVANCE
REGISTRATION
ENTERS YOU
INTO A DAILY
OPPORTUNITY
DRAWING!**

VISIT OUR EVENTS PAGE

For more information, to RSVP,
or to find future events



[https://www.bluezonesproject
palm Springs.com/events/](https://www.bluezonesprojectpalm Springs.com/events/)

@BZPPALMSPRINGS



SATURDAY, OCTOBER 17

PRIDE WALK

Move naturally as we celebrate diversity and well-being in collaboration with Palm Springs Pride.



SUNDAY, OCTOBER 18

BOCCE BALL TOURNAMENT

Compete with Police, Fire, even the Mayor at Gateway Park promoting natural movement, teamwork, in collaboration with Palm Springs Parks, Recreation, and the Foundation



MONDAY, OCTOBER 19

SOUND BATH & MINDFUL TEA CEREMONY

More relaxing than a massage. Experience native desert tones as they wash over your busy mind and body. Afterward, enjoy tea steeped from native flora. Yes, you can drink that! A collaboration with The Sukha Life.



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@BZPPALMSPRINGS



TUESDAY, OCTOBER 20

DOWNTOWN MURAL PAINTING

Explore your artistic talent with Superbloom as we paint blank walls surrounding the Downtown Park.



WEDNESDAY, OCTOBER 21

PURPOSE WORKSHOP & COOKING DEMO

Retired? Mid-career? Just getting started? What's your life purpose? We'll help YOU on your journey to figure that out. AND, who doesn't love food? Learn how to create one-pot wonders. A collaboration with PS Parks & Recreation.



THURSDAY, OCTOBER 22

BLOCK PARTY AT VILLAGE FEST

Conclude Blue Zones Week with a major block party. Local restaurant chefs will dazzle you with delicious healthy bites and beverages. Plus the debut of the highly-anticipated Blue Zones Palm Springs cookbook!



Take the
personal
pledge!

A promise to yourself to
live better, longer



Get involved

Take
the pledge



...
Join a Moai



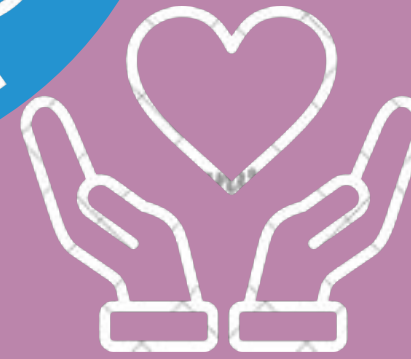
Visit our
website



Participate
in a Purpose
Workshop



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our newsletter



Register to
volunteer





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