

Tagmaster/Dard Products Case Study

DP-525 One Step Pedometer

A local charitable organization was hosting an annual marathon to raise funds for leukemia research. Each marathon participant was responsible for finding sponsors for their entry in the race. Because many of the participants were non-athletic and/or senior citizens, the donations were to be measured by steps taken in the marathon, in case they were unable to finish the entire race. Many of the walkers were able to find sponsors willing to donate a penny a step up to a dollar a step. In order to track their progress, each of the 500+ participants was provided with a DP-525 One Step Pedometer with the charity's name imprinted on it. The joggers were grateful for the ease in which they were able to operate these particular pedometers, many of them never having used such a product before. Pedometers were collected at the end of the race, and the steps were recorded for swift donation calculations.