



City of  
**San Bernardino**

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**December 18, 2025**

Via Electronic Correspondance

**Walt Choy**  
**Living It Up**  
P.O. Box 4162  
Oceanside, CA 92052

Dear Walt and Darlene,

On behalf of the City of San Bernardino, thank you for your outstanding partnership and support of the City's 2025 Health and Wellness Fair. Your leadership, creativity, and commitment to employee well-being played a pivotal role in making this year's event both meaningful and impactful.

This year's theme, "Wellness Rodeo Round Up," brought a fun, engaging, and energetic approach to employee wellness while reinforcing the importance of caring for the whole person mind, body, and balance. The theme resonated strongly with our workforce and created an inviting atmosphere that encouraged participation, connection, and proactive engagement in health and wellness resources.

We were especially grateful for the strong vendor participation, which added tremendous value to the event. The diverse mix of health plans, wellness providers, community partners, and support organizations offered employees access to a wide range of services, screenings, educational materials, and interactive experiences. The breadth and quality of vendor involvement reflected the strength of your coordination efforts and the trusted relationships cultivated by the Living It Up team.

Your dedication to excellence and your continued partnership with the City help ensure that our employees have access to meaningful wellness opportunities that support both their personal and professional well-being. We sincerely appreciate the time, effort, and creativity your team invested in delivering a successful and memorable event.

Thank you again for your continued support of the City of San Bernardino. We look forward to continuing our partnership and building on this success in future wellness initiatives.

With sincere appreciation,



April 9, 2025

VIA E-MAIL DELIVERY

Living It Up  
PO Box 4162  
Oceanside, CA 92052

To Whom It May Concern,

It is with great enthusiasm that I recommend **Living It Up**, led by **Walt Choy** and his dedicated team. I've had the pleasure of working with Walt for over 15 years across various municipalities, and I can confidently attest to his integrity, creativity, and unwavering professionalism.

Walt brings the same level of excellence and innovation to Living It Up that he's demonstrated throughout his career. Under his leadership, the platform has grown into a vibrant lifestyle brand that not only informs but truly inspires. Whether it's through engaging content, curated experiences, or thoughtful partnerships, Walt and his team consistently deliver high-quality work rooted in authenticity and purpose.

Their commitment to creating meaningful impact is clear. The Living It Up team operates with a rare blend of strategic thinking, creative vision, and a deep understanding of what resonates with today's audience. They know how to tell a story—and more importantly, how to build a community around that story.

Having collaborated with Walt in both public sector settings, I can say without hesitation that any project involving him and his team is in exceptional hands. I highly recommend Living It Up for partnerships, ventures, or any opportunity that calls for innovation and trust.

Please feel free to reach out if you would like to discuss my experience working with Walt and his team further.

Sincerely,

A handwritten signature in blue ink that reads "Lydia Flores-Hernandez".

Lydia Flores-Hernandez  
Human Resources Director

Human Resources Department  
140 E. 12<sup>th</sup> Street, Suite A, National City, CA 91950-4397  
619/336-4300 Fax 619/336-4303 [www.nationalcityca.gov/hr](http://www.nationalcityca.gov/hr)

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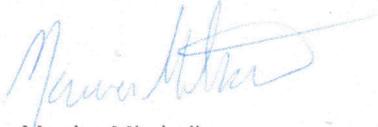
April 30, 2021

Walt Choy & Haley Ebbink  
Living iT UP  
P.O. Box 4162  
Oceanside, CA 92052

Walt & Haley,

Thank you doesn't seem like a strong enough word for all the help you and your company provided for our 25<sup>th</sup> anniversary celebration. Your team is amazing and so absolutely efficient. I felt completely comfortable letting you handle the details of the event, so I could concentrate on the recognition of our employees. The bare vision I had provided turned into a spectacular event. All of our staff appreciated the effort your team demonstrated to follow the Covid guidelines. The décor was so well done, we did not feel that we were in our shipping/ receiving warehouse. Everyone enjoyed the food and the deserts. Overall, you definitely exceeded everyone's expectations.

Sincerely,



Monica Mitchell  
Controller

P.S. Remy says to tell Haley, hello! He was very impressed with her professionalism and kindness.

# HOT TOPIC<sup>®</sup> INC.

August 21<sup>st</sup>, 2019

LIVING iT UP  
P.O. Box 4162  
Oceanside, CA 92052

To whom it may concern,

I want to take the time to express my gratitude for the amazing service and support that we at Hot Topic Inc. received from the LIVING iT UP team. We entrusted LIVING iT UP to help plan, coordinate, and execute a health & wellness exhibition for our employees, and we are immensely satisfied with the result!

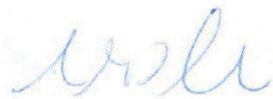
At first, I was uncertain about how we would be able to produce a health fair for our associates. But when I was introduced to Haley Ebbink from LIVING iT UP, I immediately knew that this was going to be a successful partnership. Her energy and "can-do" attitude was very apparent. Upon meeting in person, this was further solidified. Haley, along with another associate Jasmine, were incredibly nice and extremely helpful in planning the event. They came on-site and quickly were able to diagram and put together an elaborate plan for how flawless the event would be. What was most reassuring was how easy it was to connect and chat with them; it felt like we had known one another for years. And it was in these casual conversations that we all were able to come up with a creative Harry Potter theme to use for our event that would match our company culture.

Fast forward in time...it is now less than one week until event day...all planning and preparation has been incredibly smooth and easy...and then boom! A major wrench gets thrown in our way. Our venue space is halfway impeded by a large convention booth that is being designed. Delayed plans put us in a bit of a bind in which the booth would not be able to be moved prior to event day. Nevertheless, Haley's "can-do" attitude was called into action, and proven! Her willingness to move her schedule around and the very next day show up to our site to retake measurements and plan around the obstruction was a testament to her work ethic and desire to put on a successful event for us. With her expertise, we were able to create a viable plan to make our event work.

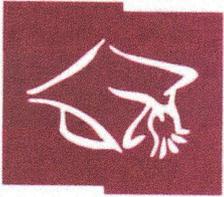
Event day was nothing less than spectacular! Along with Haley and Jasmine, we were introduced to Walt and Cassi, and we immediately saw what a great team they are. They were on-site bright and early, setting up tables, moving chairs, decorating the site, etc. They were able to creatively utilize our convention booth space and another available room to benefit our associates. Following along with our theme, not only were they dressed, but they also got the vendors to dress and participate in the theme as well. Our associates were met with friendly smiles and encouragement as they entered, which I truly believe got them even more engaged. Through and after the event, our team received many kudos and much praise from various associates, including C-Suite/executives. One such example I would love to share came from our CEO Steve, whom I was able to introduce to Haley and guide to the screenings he desired. Prior to having to leave the event, he pulled me aside to say how wonderful the event looked and felt, and that he was very pleased to see such a great turnout and involvement from our associates. This clearly solidified just how spectacular it turned out to be.

I believe I speak for our entire organization in saying what a wonderful event it was, and without a doubt it would not have been possible without the amazing partnership and support that was shown to us. Our goal was to put on a health fair for our associates; LIVING iT UP turned it into something magical (HP pun intended). Many thanks once again Haley, Walt, Jasmine, Cassi, & Darlene! We look forward to partnering with you all again in the future!

Best wishes,



Alex Aarónn De Anda, MBA  
Manager, Associate Relations  
Hot Topic Inc. | Human Resources



# Whittier Union High School District

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April 13, 2017

Living It Up  
P.O. Box 4162  
Oceanside, CA 92052

Dear Walt, Haley and Aaron,

Thank you so very much for the outstanding event that you put together and organized yesterday. We were thrilled with the turn out and the way you set everything up, it exceeded expectations!

We look forward to next year and hope you will host for us again, please know how much we appreciate your event planning. Thank you very, very much! It was a success from end to end!! Thanks to you!! All the food, the vendors, the layout and the smooth sailing through the doughnut layout, all the detail....perfect!!

I am going to select the date for next year and I will forward the information so you can reserve the date on your calendar to host for us again.

Hope you all have a great Easter weekend,

A handwritten signature in blue ink that reads "Joanne".

Joanne Terranova  
Benefits Technician  
Whittier Union High School District  
[Joanne.terranova@wuhsd.org](mailto:Joanne.terranova@wuhsd.org)  
562-698-8121 X1039

*It is the mission of the Whittier Union High School District to  
achieve and maintain excellence in providing a comprehensive education for all students.*



DEPARTMENT OF THE AIR FORCE  
AIR FORCE RESERVE COMMAND

13 January 2016

452d AMW Public Affairs  
2640 2nd Street  
March Air Reserve Base, Calif. 92518

Letter of Appreciation

To: Walt Choy, President, LIVING IT UP

On behalf of the members assigned to March Air Reserve Base in Moreno Valley, CA, please accept our heartfelt gratitude to both you and your associate, Haley Ebbink for producing a series of invaluable and successful Health & Lifestyle Exhibitions here at the base.

Your commitment and dedication to "giving back" to our brave men and women as your way of expressing appreciation for their unwavering service to our country in order to maintain the very freedom that is experienced by all is both appreciated and timely.

With each event, you and Ms. Ebbink were able to successfully secure a myriad of valuable health and biometric screenings, several of which we realize were costly and not customarily accessible and available to our members. The events were interactive by design and provided much valuable information and options to live a more healthy and balanced lifestyle. The complimentary, healthier food sampling provided by local restaurants during the events was testament that making healthy food choices can still equate to tasty, delicious meals. In addition, our members were introduced and also educated on the various benefits available to members of our armed forces by non-profit organizations, some of which were not readily known. We appreciate that the events were planned, created and in line with First Lady Michelle Obama's HBI, the Healthy Base Initiative Program. March Air Reserve Base was one of the original thirteen (13) military bases in the United States charged with the task of initiating and implementing the program first.

LIVING IT UP is to be commended for investing its' time and resources to seek and secure other entities of various professions, all of whom were also dedicated and committed to "giving back" to our brave men and women at March ARB and coming together for a day of information and education.

Thank you and we look forward to having you at March Air Reserve Base again soon.

Perry Covington, Capt., USAFR  
452d AMW Director of Public Affairs