

NATIONAL RELAXATION DAY | MM + CALM

August 15th marks National Relaxation Day in the US. Lincoln has teamed up with Calm and Matthew McConaughey to deliver messages of serenity and tranquility, while promoting the sanctuary that can be found within the cabin of a Lincoln vehicle, as well as within the mind and soul of the individual driving it.

Through a custom Chatbot via Facebook Messenger, people will have an open forum to send Matthew and Calm questions about anything they want to know relating to sanctuary. While they wait, each user will be taken through a Calm meditation designed to relax and revitalize.

On National Relaxation Day, Matthew and Calm will reply to some of the messages with personal video messages with their tips. They'll be responding from the front seat of their sanctuary – Lincoln Navigator – to make sure they're in the best headspace when fielding questions.

