

# Apple's picked a very fitnessy way to mark a decade of smartwatches

April 24th will be the 10th anniversary of the day the first Apple Watch shipped to customers. A decade is a major milestone in the gadget world, but you won't see a lot of anniversary-themed fanfare to mark the occasion. Instead, Apple is dubbing the 24th as Global Close Your Rings Day – and it has some research from its studies to convince people why they should partake.

Global Close Your Rings Day is exactly what it sounds like. If you close all three rings – move, exercise, and stand – you'll get a limited edition badge and 10 animated stickers in the Messages app. You can also pick up a physical pin inspired by the award at Apple Stores while supplies last.

Apple has often used these types of limited edition award badges to motivate users, especially tied to holidays or other events. But for folks who are less motivated by fitness gamification, Apple is also throwing its own research data into the mix. Based on its Apple Heart and Movement Study, the company says people who close their rings most of the time were 48 percent less likely to have poor sleep and 73 percent less likely to have elevated resting heart rate levels. They are also 57 percent less likely to feel elevated stress.

All in all, this is a relatively low-key way to celebrate the Apple Watch's 10th anniversary, especially since all Apple Watch owners know the device never takes a day off from poking you to close your rings.

<https://www.theverge.com/news/647417/apple-watch-10th-anniversary-global-close-your-rings-day>