



Happier, Healthier Holiday Challenge

Have you signed up for the free “Weigh and Win” program? Kiosks are now available at the OJC Fitness Center and the Lamar office of Southeast Health Group.

Weigh and Win has launched the second annual “Happier, Healthier Holiday Challenge”, encouraging Coloradans to maintain their current weight throughout the 2015 holiday season. All participants receive a free downloadable Healthy Holidays Calendar, providing tips for overcoming holiday temptations and engaging in healthy behaviors. Those who lose weight or stay within one pound of initially recorded weight will be entered into a prize drawing for the chance to win 1 of 10 Grand Prizes (\$125 Sports Authority Gift Card) or 1 of 10 Runner-Up Prizes (\$25 Sports Authority Gift Card). Participants are required to ‘Join the Challenge’ while logged in to their personal online account and complete an initial weigh-in between November 18-25 at any kiosk location. A final weigh-in must be completed January 1-8, to qualify for the Healthy Holiday incentive.

“WIN PRIZES - Everyone who maintains their weight is entered into a drawing, 10 Grand prizes...10 Runner-Up Prizes.”

“Last year, the Healthy Holiday Challenge experienced great successes: 84% of participants who joined the challenge maintained their weight throughout the holidays,” said Lia Schoepke, Program Manager of Weigh and Win. “The extensive reach of the Weigh and Win program, including this challenge, created

a domino effect; even those who did not maintain their weight gave us feedback that the challenge helped them gain less weight than they normally do over the holidays.” On average, a person will gain 1-2 pounds during each holiday season. This excess weight is typically never lost which, over time, can add up to a significant weight gain.

HOW TO PARTICIPATE IN THE HAPPIER, HEALTHIER HOLIDAY CHALLENGE:

- 1. SIGN-UP FOR WEIGH AND WIN** - Visit www.WeighandWin.com to sign-up for a free account.
- 2. JOIN THE CHALLENGE** - Visit www.WeighandWin.com/HealthyHolidays and click the ‘Join the Challenge’ button. You will be re-directed to your account log-in page. After logging in, you will see your Healthy Holidays Challenge Dashboard and you will officially be a part of the challenge. Not sure if you joined? Give us a call at (800) 694-0352.
- 3. WEEKLY TIPS & CALENDAR** - Receive weekly tips for overcoming holiday temptations and engaging in healthy behaviors. Keep on track with a free downloadable Healthy Holidays Calendar.
- 4. MAINTAIN YOUR WEIGHT** - Complete a pre-holiday weigh-in, between November 18-25, 2015, and a post-holiday weigh-in, between January 1-8, 2016. If you maintain your weight within one pound you are eligible for the prize drawing!
- 5. WIN PRIZES** - Everyone who maintains their weight is entered



into a drawing. Weigh and Win will be giving away 10 Grand prizes of a \$125 Sports Authority Gift Card and 10 Runner-Up Prizes of a \$25 Sports Authority Gift Card.

The average weight improvement for a successful Weigh and Win participant after one year in the program is 17.7 pounds, or an 8 percent weight loss. Recent research suggests that a weight loss of 3-5 percent can reduce a person’s risk of heart disease, high blood pressure, type 2 diabetes, certain cancers and the need for cholesterol and heart medications. To date, 47 percent of participants have achieved a 5 percent or more weight improvement and 60 percent of participants have achieved a 3 percent improvement. Weigh and Win has more than 67,000 participants and is primarily funded by Kaiser Permanente.

Sign up for Weigh and Win at www.weighandwin.com or visit your local kiosk location. Text message health coaching is also available in Spanish by texting ‘únase’ to 303-500-1702. For questions, contact Weigh and Win at personal.trainer@weighandwin.com or 303-694-8007.