

# Lose Weight with Healthier You

Maintaining a healthy weight is a vital part of your overall fitness. Losing weight can be daunting, but Healthier You is here to help. Healthier You can help provide the knowledge, structure and motivation you need to lose weight.

## Knowledge

Healthier You participants have the opportunity to sign up for free biometric screening. The data gathered in your biometric screening will calculate your BMI or Body Mass Index. Your BMI will determine whether you are underweight, overweight or within a healthy weight range. It will also indicate how much weight you may need to lose in order to reach a healthy weight. Knowing these facts are the first step on your road to achieving a healthy weight.

## Structure

For many people the hardest part of losing weight is making an exercise routine stick. By participating in Healthier You we map out the routine for you. Each week we ask you to exercise for at least 20 minutes a day and weigh yourself during your weekly Check In. By following the program faithfully each week you will form a habit of daily exercise that you can continue beyond the span of the Healthier You contest.

## Motivation

We know that starting any fitness routine requires motivation, but to keep that momentum going strong we decided to add some extra incentives for Healthier You participants. By participating in Healthier You each pound you lose could help you win an amazing prize! Participants will earn 5 points for every pound they lose between registration and their final check-in. Weight loss will be recorded at each check-in, and progress reports will be posted with participants' approximate weight loss points during the Weeks 2-10. Final weight loss points will be tallied at the end of the competition to determine Healthier You 2012's winners! Prizes will be awarded to the 3 Healthier You participants who lost the most pounds AND the top three participants who lost the greatest percentage of their starting body weight!

For more information on weight loss points and prize categories see the Healthier You 2012 Official rules.