

# HealthMatters UPDATE

## Live Healthy America 2010 - 100 Day Challenge



**Dates:** January 14 - April 23, 2010

**Cost:** \$20.00 per person with **FREE** shipping!

### Here is an opportunity to follow up on your New Year's resolution to get healthier!

Participants form teams of 2-10 adults to motivate and support each other in achieving their fitness and weight loss goals. Each team needs to choose one person to be its team captain who will have regular computer and internet access. Teams may participate in the **Minutes of Activity Division** and/or the **Weight Loss Division**. Through this website, team captains register a team and team members report their progress weekly. This site also provides a daily journal and message center to help keep team members connected and involved in making health changes to reach their fitness and weight loss goals.

All Live Healthy America participants will benefit from the following:

- ❖ Live Healthy America training t-shirt
- ❖ The chance to win individual and team prizes throughout the 100 Days
- ❖ Weekly activity, nutrition and recipe tips via e-mail
- ❖ A personal online tracking page
- ❖ Team leader board
- ❖ 100 Days of access to Training Peaks
- ❖ Personalized meal plans, customized workouts and more!

#### HOW IT WORKS

- **Step 1:** Start a Team! Form a team of 2-10 people. Gather your team's email addresses and t-shirt sizes.
- **Step 2:** Choose a Team Name and Team Captain! Team captain must have an e-mail address.
- **Step 3:** Register online!

Upon registering for LHA and logging onto your personal dashboard, a one-year subscription to one of the lifestyle magazines listed below is included in your participation fee.

- ❖ Fitness
- ❖ Family Circle
- ❖ Parents
- ❖ Midwest Living
- ❖ Better Homes and Gardens
- ❖ Ladies' Home Journal
- ❖ Heart Healthy Living
- ❖ Men's Journal
- ❖ Diabetic Living

Teams may register in the Minutes of Activity Division, the Weight Loss Division or both. In either case, individuals track and record minutes of activity and weight loss which is used to calculate your team's percentage weight loss and total activity minutes. Friendly competition among teams is encouraged.

For the Minutes of Physical Activity Division, each team member reports the number of minutes they are physically active. Activity minutes that count include anything you deem to be intentional physical activity. For example, walking to the elevator does not count but intentionally taking the stairs instead of the elevator does count. The goal is to track your current level of physical activity and make small daily changes to increase it.

For the Weight Loss Division, teams are assessed based on the combined weight of all members. Individuals can report their weight online or have their captain submit it for them. Team totals are viewed as percentage lost or gained. Individual weights are only viewable by that individual.

**For more information, and to get signed up, go to:**

Iowa residents: <http://www.livehealthyiowa.org/>

Non-Iowa residents: <http://www.livehealthyamerica.org/default.aspx>

## Want to Save?



Live Healthy America (LHA) and Hy-Vee Food Stores have teamed up to provide even more healthy food choices, information and participation discounts for the 2010 "100 Day Wellness Challenge." Receive \$5.00 off your LHA registration just for visiting your local Hy-Vee store or by going to Hy-Vee.com.\* [Download your coupon now!](#)

Beginning January 4, 2010, get your \$5.00 Live Healthy America program discount coupon at all participating Hy-Vee Customer Service counters, at checkout and/or at the Live Healthy America partner displays throughout the store (no purchase necessary). When prompted on Step 2 of Registration enter discount code and save \$5.00 off for each member of your team.

*\*30,000 discounts available.*