

# Happier, Healthier HOLIDAY CHALLENGE



JOIN FOR  
**FREE**

Every holiday season  
a person will **gain**  
**one to two pounds**  
that they never lose.  
**Stay healthy this**  
**year and join the**  
**Happier, Healthier**  
**Holiday Challenge!**

## HOW IT WORKS



### SIGN-UP FOR WEIGH AND WIN

Visit [www.WeighandWin.com](http://www.WeighandWin.com) to sign-up for a free account.



### JOIN THE CHALLENGE

Visit [www.WeighandWin.com/HealthyHolidays](http://www.WeighandWin.com/HealthyHolidays) and click the 'Join the Challenge' button.



**WEEKLY TIPS & CALENDAR** - Receive weekly tips for overcoming holiday temptations and engaging in healthy behaviors. Keep on track with your free downloadable Healthy Holidays Calendar.



**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. Complete your weigh-ins at the Custer County Medical Center kiosk. If you maintain your weight within one pound you are eligible for the prize drawing!



**WIN PRIZES** - Everyone who maintains their weight is entered into the drawing. We 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.



Questions? [Personal.Trainer@WeighandWin.com](mailto:Personal.Trainer@WeighandWin.com) | (800) 694-0352

[www.WeighandWin.com/HealthyHolidays](http://www.WeighandWin.com/HealthyHolidays)



# Happier, Healthier Holiday Challenge

November 18, 2015 - January 8, 2016



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## FOR IMMEDIATE RELEASE:

### **Kaiser Permanente Supported *Weigh and Win* Rewards Coloradans for Weight Maintenance throughout 2015 Holiday Season**

All Participants Receive a Free Downloadable Healthy Holidays Calendar

All Residents to Stay within One Pound of Current Weight Will Be Entered into a Prize Drawing

**DENVER, Nov. 12, 2015** – Kaiser Permanente supported program, [Weigh and Win](#), launches 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.

"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.

"We brought the Weigh and Win Holiday Challenge to our offices last year to engage our staff and challenge them to maintain their weight during the holiday season," said Stephanie Samano of the Denver Metro Chamber of Commerce. "A large percentage of employees not only participated but succeeded. We will definitely be bringing the challenge back this year."

## **HOW TO PARTICIPATE IN THE HAPPIER, HEALTHIER HOLIDAY CHALLENGE:**

1. **SIGN-UP FOR WEIGH AND WIN** - Visit [www.WeighandWin.com](http://www.WeighandWin.com) to sign-up for a free account.
2. **JOIN THE CHALLENGE** - Visit [www.WeighandWin.com/HealthyHolidays](http://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.

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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](http://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](mailto:personal.trainer@weighandwin.com) or 303-694-8007.

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#### **About Weigh and Win:**

Weigh and Win utilizes verified weight loss data through patented photographed weigh-ins and provides Colorado adults with access to an effective weight management platform. With the primary focus of decreasing obesity rates, the program engages participants with rewards tied to measured results. The first resource of its kind, Weigh and Win is a product of [incentaHEALTH's](#) scientifically designed and technology based health and wellness platform. As a leader in measurable wellness programs, incentaHEALTH's system is designed to help organizations and communities reduce health care costs. The program utilizes gamification by offering incentives to individuals for improving their health. Colorado residents 18 and over can sign up for free and will receive daily coaching on healthy eating and active living by email or text message. The coaching includes tips for weight loss, weekly grocery shopping lists, daily meal plans (supplied by registered dietitians) and daily exercise routines (provided by certified personal trainers). Progress is tracked through quarterly weigh-ins at one of 84 community kiosk locations throughout the state. Success is rewarded with quarterly cash rewards for weight loss and maintenance, as well as monthly prize drawings for participating. Those who begin the program at an unhealthy weight (BMI ≥ 25) qualify for cash rewards. Weigh and Win is primarily funded by [Kaiser Permanente](#), complementing the organization's other efforts to increase healthy eating and physical activity throughout the state. Sign up for free at [www.weighandwin.com](http://www.weighandwin.com). Follow Weigh and Win on [Facebook](#), [Pinterest](#) and [Twitter](#).

#### **QUICK STATS:**

- **67,900+** people enrolled in Weigh and Win.
- **\$380,000** in cash rewards given out.
- **218,800+** pounds lost.
- **84** community kiosk locations statewide. Map of all partners and kiosk locations can be found at [www.weighandwin.com](http://www.weighandwin.com).
- **47 percent** of participants with two or more weigh-ins have achieved a **5 percent** or more weight improvement after six months in the program.