



THIS EVENT PRESENTED BY



For questions about the weight-loss challenge, contact
Fitness MD 24-7 Gym at **760-255-3639**.

14-Week Challenge Timeline

- Tuesday, May 27, to Tuesday, September 2, 2014

Pre-Event Kick-Off

- May 22, 5 p.m. to 6:30 p.m., at Holiday Inn Express® (near the outlets)
- A social event to meet your fellow contestants and potential future team members and the challenge trainers
- Introductions by the gym staff discussing their class offerings
- Nutritional tips from a registered dietician
- Light refreshments

Initial Weigh-In

- May 27 through 29, 8 a.m. to 7 p.m., at Fitness MD 24-7 Gym (320 Main St., Barstow)
- Each participant's starting weight will be recorded in a private room at Fitness MD 24-7 Gym and kept strictly confidential. At no time will weights be posted or announced. Only the amount of weight lost for each individual and/or his/her weight-loss percentage will be announced.
- An initial weigh-in photo will be taken as a way to document participant's progress throughout the challenge. (Photos will not be used in promotional pieces, ads or events without the written consent of the participants.)

Mid-Challenge Weigh-In

(All contestants)

- July 7 through 9, 8 a.m. to 7 p.m., Fitness MD 24-7 Gym
- Each contestant will be responsible for having his/her mid-challenge weight officially recorded.
- Teams consisting of seven contestants will be chosen by Fitness M.D. 24-7 Gym management and the coaches.
- Those individuals deemed to have made the effort by losing weight and participating in the program during the first six weeks of the challenge will receive priority consideration to be a team member.
- Each team will be assigned to a coach at Fitness MD 24-7 Gym who will assist contestants in losing weight and living healthier.
- The teams will be ranked through the remainder of the challenge by using the weight-loss percentages of ONLY the top six contestants on each team. All seven team members will be eligible for the team prizes – as long as a team member doesn't quit the team during the challenge.
- Non-coached Individual Contestant: All contestants not selected for a team at this point of the challenge will compete at their own pace for the non-coached individual awards.

Team Member Weigh-In

- August 4-5, 8 a.m. to 7 p.m., Fitness MD 24-7 Gym. Each team member contestant will be responsible for having his/her weight officially recorded.
- August 18-19, 8 a.m. to 7 p.m., Fitness MD 24-7 Gym. Each team member contestant will be responsible for having his/her weight officially recorded.

Final Weigh-In

(All contestants, non-coached individuals and team members)

- Tuesday, September 2, 8 a.m. to 7 p.m., Fitness MD, 24-7 Gym
- Each contestant must weigh-in for final individual and team calculation for percentage of weight loss. This weigh-in will be used for final results.
- Final weigh-in photo will be taken as a way to document the participant's progress through this challenge. (Photos will not be used in promotional pieces, ads or events without the written consent of the participants.)

Challenge Awards/Recognition

- **Winners will be announced at the Lose to Win weight-loss challenge awards ceremony on September 18, 2014**
- Winners will be determined by largest percentage of weight loss.
- The following prizes** will be presented to the winners:
 - **Individual Winner:** Individual with the highest weight-loss percentage from a team will receive \$1,000 and a one-year membership to Fitness MD 24-7 Gym.
 - **Winning Team Members:** All seven team members on the team with highest average weight-loss percentage will receive \$300 each plus a one-year membership to Fitness MD 24-7 Gym. (Any team member who quits the challenge will not be eligible for team prize awards.)
 - **Individual runner-ups:** Five individuals from any team with the most weight-loss percentage will each receive a one-year membership to Fitness MD 24-7 Gym.
 - **Non-coached Individual Winner:** Individual (who was participating in the challenge independently from the coached teams) with the highest weight-loss percentage will receive \$500 and a one-year membership to the Fitness MD 24-7 Gym.
 - **Non-coached Individual Runner-up:** Individual (who was participating in the challenge independently from the coached teams) with the second highest weight-loss percentage will receive \$300 and a six-month membership to the Fitness MD 24-7 Gym.
 - **Non-coached Individual Third Place:** Individual (who was participating in the challenge independently from the coached teams) with the third highest weight-loss percentage will receive \$100 and a three-month membership to the Fitness MD 24-7 Gym.

** Limit of one prize per individual each year. Limited to two lifetime challenge prizes.