



FITTEST MAMA CHALLENGE 2010 GUIDELINES

Be part of the biggest healthy lifestyle challenge for Mothers in the Greater Philadelphia area! Now is your chance to make your New Year's Resolutions a reality, and participate in your very own competition, hosted by **One Fit Mama®**. You'll get to participate in this intensive 12-week fitness and nutrition competition, get in the best shape of your life, and compete against other members for fantastic prizes and rewards! The **Fittest Mama Challenge** is a team-based incentive program designed to help Mothers make positive changes over the course of 12 weeks, in order to move towards a long-term healthy lifestyle. Participants will strive to eat right, exercise, and shed those unwanted extra pounds.

When?

The competition officially starts **Tuesday, January 5, 2010**. Final weigh-ins will take place **Tuesday, March 30, 2010**. Late entries may not be eligible for all prizes awarded. At the first and last weigh-ins, you will have your picture taken, and weight, body fat percentage, and circumferences recorded. Bi-weekly weigh-ins and physical challenges will take place throughout the competition.

How?

Get your entry form at www.onefitmama.com. The non-refundable entry fee for this challenge is \$50. All weigh-ins, coaching sessions, workshops, t-shirts, and prizes are included in this fee. Optional workshops are also available, with limited spacing. These include a small-group healthy cooking class, BIA (BioImpedence Analysis) Report, and a blow dry class to show off your new look at the end of the competition! Nominal fees are associated with these optional services, and are payable at the time of registration. See entry form for details.

Participants must be willing to commit 5-10 hours per week to exercise and counseling/workshops. Counseling may include morning, afternoon, evening, or weekend times. Contestants must participate in at least one **One Fit Mama®** fitness session per week, as well as bi-weekly meetings/weigh-ins with coaches, nutritionists, and other lifestyle experts. Individual workouts are also encouraged each week.

Participants will keep a daily journal of all exercise and nutrition, using a free tool such as www.fitday.com, www.caloriecount.about.com, or www.loseit.com.

All entrants will receive:

- Full body composition and circumference assessments
- **One Fit Mama® Fittest Mama Challenge** Long Sleeve Performance T-shirt
- Two sessions with nutrition experts
- Internet-based food analysis (Fit Day, Calorie Count, or Lose It).
- Before and after pictures
- Ongoing coaching (via workshops, phone, and email)
- Optional BIA Report, healthy cooking class, and blow dry lesson!
- Free group run provided by Fleet Feet Sports, North Wales
- Other goodies provided by our sponsors!

Weight Loss

Weight loss will be determined by calculating your overall weight loss percentage, NOT your total weight lost (so you can still win even if you don't have a lot to lose!). We will take your starting weight and divide it by your pounds lost; that will be your weight loss percentage (example: total weight loss of 20 pounds divided by starting weight of 200 pounds equals 10% loss).

Bi-weekly, teams and individuals will compete to determine who has lost the highest percentage of their previous body weight. Participants should be in similar attire for each weigh-in to insure accuracy (shorts and sports bra or tank top; no shoes).

Contestants gaining weight from their previous weigh-in will contribute \$1 per pound they are over (Pregnant contestants are exempt from this fee!). Money accumulated from this penalty will be combined to purchase a Pampering gift certificate for the Grand Prize winner.

Weight loss that falls below the range indicated for height and gender on target weight charts is not encouraged, and will not be considered for in determining the Challenge's winner unless the participant demonstrates that their weight loss is being supervised by a physician. Healthy ranges for both BMI and weight will be determined by published normative charts. Weight loss at a rate faster than 4 lbs. per week during the first month and 3 lbs. per week after the first month is not encouraged and will not be considered for eligibility for winning unless the participant can document that their weight loss is being supervised by a physician. Participants are responsible for ensuring their own healthy weight loss and for consulting their doctor if they have any questions about healthy weight loss.

Weight will be recorded confidentially; only percentages of weight loss will be publicized, except for the top three overall winners. Bi-weekly results will be posted on the **One Fit Mama®** website, including on-going total weight loss leaders and featured bi-weekly winners.

Body Composition

At the beginning and end of the challenge, measurements will be taken to determine body fat percentage, body mass index (BMI), and circumferences. Challenge organizers will use these starting measurements to communicate to the participant their baseline BMI (body-mass index) as well as to communicate the healthy range for the participant's BMI.

Factors Determined in Choosing Winners

During the Challenge, there will be bi-weekly meetings that consist of a weigh-in, team and/or individual fitness challenge, and workshop. Winners will be determined at

each periodic weigh-in, as well as at the conclusion of the 12 week Challenge. See below for details of how winners are chosen.

In order to be eligible for winning at any point during the Challenge, **participants must not fall below their minimum recommended BMI range.** In addition, for each weigh-in, the organizer will publish the maximum amount of weight-loss that will be acceptable for that weigh-in. **Participants who exceed the recommended maximum weight loss will not be eligible for winning that week.** Exceptions may be considered given documentation from a physician that the participant's progress is being monitored, but will be made at the sole discretion of the organizer.

At the end of the 12 week Challenge, winners will be determined by a group of "judges" which may consist of Tricia Streit Perez and the Captains and Coaches of each team. In order to determine overall winners, the judges will consider a range of factors holistically – including, but not limited to, the following: weight loss percentage, body fat percentage lost, change in BMI, change in circumference measurements, and documentation of healthy diet and fitness habits through class attendance records and online nutrition and exercise reports (such as Fit Day, Lose It, or Calorie Count). Since a multitude of factors are evaluated in order to determine the overall winners, but weight-loss percentage is the *only* factor used to determine the bi-weekly weigh-in winners, it is possible that the overall winners may differ from the bi-weekly weigh-in winners. The organizer and judges reserve the right to determine the overall winners, and participants waive their right to contest the judges' ultimate decisions when agreeing to participate.

If a body fat percentage or body mass index (BMI) falls below a healthy range, a contestant will not be considered as a winner for the challenge unless the participant can document that their progress is being documented by a physician. **One Fit Mama®** has the sole discretion in determining winners, based on the above factors, and all decisions will be rendered final and cannot be contested.

The Challenge promotes healthy weight loss and improved overall fitness and lifestyle changes, and due to our commitment to this we do not condone any practices that detract from the participants' overall health. Our winner-eligibility policy, described above, is designed to enforce and demonstrate this commitment.

Smile!

You need to be willing to have your pictures and results posted. Your picture and statistics will only be posted if you are chosen as the winner of the contest, or one of its stages.

Teams

Contestants will be grouped into two teams (purple and green), and each team is assigned a Captain and a Coach. The coaches are responsible for assisting and teaching the contestants comprehensive workout plans and nutrition plans. It is up to the contestants, however, how much or how little of the nutrition plan to implement, and much of the workout plan they try to follow when the coach is not present. Contestants will be competing as a team, and one-on-one against each other.

Who can enter?

This Challenge is open to all participants of **One Fit Mama®**. *Those who would like to join to participate in this Challenge will receive 10% off their first class package,*

with proof of entry to contest. This contest is open to all people who have been deemed physically able by their health care provider. **Prenatal Mothers are permitted to participate in this activity for life coaching benefits only; weight, body fat percentage, and circumferences will not be considered in determining prizes. Prenatal Mothers will be eligible to receive t-shirts, and any prizes their team wins; they are not eligible to win any individual weight loss challenges.**

Captains

A Team Captain will serve as a motivational leader, will receive support from **One Fit Mama®**, and will have the opportunity to win additional prizes. Those who are interested can apply as a Captain on their registration form. Captains will be chosen by contest officials, and will be determined prior to the first weigh-in. Exercising and eating healthy is often easier to accomplish as part of a group. Team Captains and Members are encouraged to meet regularly to support and motivate one another.

Prizes!

Three overall prizes will be awarded: Grand Prize, First Prize, and Second Prize. The Grand Prize winner will receive a one year unlimited membership to **One Fit Mama®**; the First Prize winner will receive a 3 month unlimited membership, and the Second Prize winner will receive a one month unlimited membership. Other fabulous prizes will be provided by our Challenge sponsors (*bumbleride, RompnRoll, Nutrition in Motion, Fleet Feet Sports North Wales, Zooma Women's Race Series, Moxie Moms, The Mud Shack, Gymboree, Rhino Chiropractic, Holy Redeemer Hospital, Whole Foods of Jenkintown, High Point Law Offices, Twining Valley Golf and Fitness Center, Breastfeeding Resource Center, MG Pictures, Imagination Playzone, and Know Thyself Nutritional Program and more!*) to the overall winners, and to winning teams (and their individual members) throughout each stage of the Challenge. **Captains and Coaches are also eligible for prizes, based on the success of their teams.** *Winners will be announced at a Moms' Night Out celebration on April 15, 2010.*

In addition, prizes will be awarded at the discretion of the organizer for winners of team and individual fitness challenges.

Other Benefits:

- Learn how to eat right.
- Nutrition and exercise counseling.
- Weekly nutrition and physical activity tips.
- Chance to win incentives and prizes!
- New Members will receive a 10% discount off their first class package.
- Develop a healthier lifestyle.
- Keep track of your goals and progress weekly online.
- Find like-minded Mommies for fitness buddies.
- Come to the final assessment to see how much you've accomplished!

This contest is in no way affiliated with the NBC television show, *The Biggest Loser*.

To enter, fill out the registration form found at www.onefitmama.com, and apply today! For more information, please call 215-886-2869, or email tricia@onefitmama.com.

Enter today! What have you got to lose? That's right – so lose it!!! ☺

