



## SEASONAL WEIGHT LOSS & FITNESS CHALLENGE

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**Content Areas:** Health Care, Nutrition, Movement

**Duration:** Eight, 10 or 12 Weeks

**Description:** Get to ready to join what's sure to become the year's most highly anticipated event! This activity is perfect for those looking to step up their health and fitness game through support, accountability, structure and ... awards for achievement! Plus, you will receive coaching and support written to help you achieve results and to establish life-long healthy habits. Tracking is based on health-focused actions to build sustainable habits over the course of the campaign and beyond.

### Overview:

- Week 1 – Declare & Share
- Week 2 – Prepare
- Week 3 – Connect
- Week 4 – Explore
- Week 5 – Nourish
- Week 6 – Restore
- Week 7 – CrEATe
- Week 8 – Motivate
- Week 9 – Notice
- Week 10 – Enjoy
- Week 11 – Discover
- Week 12 – Sustain

### Key Components:

- Reporting – Aggregate participation reporting and mid-challenge standings report
- Resources – Weekly, themed encouragement email with electronic curriculum/handouts; participant tracking tools
- Rewards – Victory prizes for the top three participants in each walking category (based on metrics provided)
- Support – Unlimited access to Wellness Specialist; weekly 45-minute onsite or virtual group meeting (optional)

**Investment:** Starting from \$2,600 (eight), \$3,200 (10) and \$4,000 (12)