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March 16, 2010

Dear Friends,

Competition – it's a good, healthy thing and what excitement we have experienced this past two and a half weeks in the mist of it all! I am talking about our spring 2010 "I Lost It At The Club!" program. By now, I hope you too have experienced some of the excitement as either a participant or as an observer. Either way, with 10 Personal Trainers and 150 contestants all making up 17 teams, there is bound to be a tremendous amount of enthusiasm in the air and loads of smack talk going on within this large group of competitive individuals. Individuals who are all striving for their club's coveted *1ST PLACE* trophy! Of course each participant is competitive with other teams, but more importantly, I see contestants who are becoming more and more competitive with themselves in obtaining that personal goal that led them to enter the program in the first place. May we all continue to send out words of encouragement and friendly pats on the back to every participant we see. Who knows, our encouraging actions may be just the thing they need to get them through their workout or away from making a bad food or drink choice.

Our highly motivating and well-educated trainers have one primary goal in this program and that is to make a positive impact on the lives of every person involved and NOT just the ones on his/her particular team. This program is about *changing lives for the better*. Our entire staff applauds all who have taken this bold step in being a part of this our third season challenge! Each participant has been working extremely hard during workouts and in modifying some poor nutritional habits. You too can bet no one will be eating fried foods, desserts, white breads or large amounts of red meats. Rather these teams are eating lots of baked or grilled chicken and fish, vegetables, low glycemic fruits and only brown grains and pasta on a limited basis. No one even thinks of having a diet drink, sweet tea or a high calorie alcoholic beverage. Good ole water, there is nothing better with a meal! You participants are working too hard to give into a little temptation now... not to mention, you will be letting your fellow teammates down. Keep up the good work and keep your goals in site at all times. They are attainable because with each passing day, *you are becoming a lean, mean determined machine!*

This past Monday, March 15<sup>th</sup>, all locations posted the top three leading teams and top three leading individuals. We will continue to do so every Monday at 3pm until our Awards Night held on May 5th where we will announce the Winning Team and the Individual Overall Winner! You may also check out our leader board posted on our website.

As we stated in the beginning, this program is about providing the means for every participant to have a healthier body by reducing excess body weight. World Gym is providing the opportunity for this to come true. In other words, our trainers lead the way, but only you participants can make it happen.

CONGRATULATIONS to you all! You are doing some amazing things and we observers are enjoying the view.

Sincerely,

Kim Hershey

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*When it comes to your health,*

*You get out of it what YOU put into it!*