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News media contact:

Liz Yancey, events manager
City of New Smyrna Beach
386.424.2175

NEWS FOR IMMEDIATE RELEASE

Mayor's Fitness Challenge starts January 28; registration open

Residents who may be losing steam on their healthy 2013 resolutions may find incentive in a \$1,000 cash prize. The City of New Smyrna Beach will kick off its 3rd annual Mayor's Fitness Challenge from 3 - 7 p.m., Monday, January 28, at the Brannon Center, 105 S. Riverside Drive, New Smyrna Beach.

"This is a fun way for people to get into better shape and have fun with a group of others who are doing the same thing," said Liz Yancey, City of New Smyrna Beach events manager.

On the first night, participants take part in a seminar that will help them to be successful in the program, Yancey said. Boot camp classes will be held at 5:30 p.m. on Tuesdays. The Saturday events are a sampling of various types of cardiovascular exercise.

The 10-week self-improvement contest is designed to motivate participants to improve their overall wellness. Baseline measurements will be taken on each person's blood pressure, cholesterol, triglycerides, glucose, body fat and body weight. Those measurements will be repeated April 20 at the end of the Challenge.

"The contest is based on overall improvement from the initial assessment not how good someone looks," Yancey said. "That \$1,000 prize can be quite an incentive. But it's the camaraderie and the fact that people begin to feel and look better that keeps them motivated."

The \$99 entry fee covers both assessments, seminars, 10 boot camp classes, and 10 Saturday events. For an additional \$26, members of a team will get a personal healthy lifestyles coach.

"Having a coach could cost up to \$500, and we're only charging \$26," Yancey said. "We're making it easy and affordable."

Students may register for \$75.

Advanced registration is suggested but is not required. Applications are online at www.themayorsfitnesschallenge.com.

For more information, please call the New Smyrna Beach Recreation Department at 386.424.2175.

