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**Live Healthy America's 2013 10-Week Wellness Challenge Gets More Than 70,000 People Moving**  
*Participants recorded over 2.3 million hours of activity, lost more than 225,000 pounds*

**Des Moines, Iowa** (May 28, 2013) — Live Healthy America congratulates the 71,821 participants who recently completed the 2013 10-Week Wellness Challenge. The 10-Week Wellness Challenge is a weight loss and physical activity program designed to help Americans make positive lifestyle changes through teamwork, support and education. During the challenge, which ran from January 28 through April 5, participants logged an impressive 2,308,928 hours of physical activity and lost an incredible 228,273 pounds.

"We are so proud of all the results that this year's 10-week Wellness Challenge participants achieved," says Troy Vincent, Live Healthy America's president and CEO. "Our company was founded on the belief that wellness should be fun, engaging and social. One of Live Healthy America's core values is *teamwork makes the dream work*. And the results of this challenge proved that value to be true — when healthy living becomes a social activity, amazing things happen. Throughout the challenge, participants came together to support and motivate each other, and with their teams, achieved things they never thought possible. It was an honor for our company to be a part of our participants' life-changing transformations."

This year's 10-Week Wellness Challenge boasted participation from more than 300 businesses and community organizations nationwide, including:

- Hy-Vee: 5,721 participants, 115,340 hours of activity and 31,672 pounds lost
- MidAmerican Energy Holdings Company: 4,277 participants, 167,561 hours of activity and 17,321 pounds lost
- Principal Financial Group: 2,039 participants, 66,618 hours of activity and 8,823 pounds lost
- Harris County, Texas: 1,725 participants, 97,071 hours of activity and 3,356 pounds lost
- Vidant Health: 1,359 participants, 47,654 hours of activity and 4,314 pounds lost

Other company challenges included:

- USPI: 4,732 participants, 206,789 hours of activity and 11,408 pounds lost
- Meredith: 3,451 participants, 120,779 hours of activity and 6,490 pounds lost

Live Healthy Iowa Challenge also offered the 10-Week Wellness Challenge to constituents in the state's 99 counties. During the 10 weeks, 28,493 Iowans recorded 822,472 hours of activity and lost 82,252 pounds.

"From reduced stress and greater productivity to having more energy and fewer health issues, the benefits of participants working together to achieve their weight loss and activity goals add up," adds Vincent. "The proof that it works is in the thousands of pounds lost and millions of minutes of activity

participants logged over the course of the 10 weeks. For each of these participants, healthy choices have now become a way of life.”

As a team-based program, the Live Healthy America 10-Week Wellness Challenge benefits participants of all fitness levels in the form of healthier eating habits, increased physical activity levels and a positive attitude. According to Vincent, this type of approach motivates participants to make important lifestyle changes, all with the support of friends, families and coworkers. Participants in the challenge formed teams of two to 10 people and over the 10-week event, tracked weekly progress toward their weight loss and/or minutes of activity goals. The program helped teams achieve their goals with:

- Food lists, shopping choices and recipes
- Suggested workouts for increased activity
- Ideas for positive changes to their everyday life
- Weekly emails to keep participants motivated and on track to a healthier lifestyle

In addition to the 10-Week Wellness Challenge, Live Healthy America offers other national campaigns for individuals, teams, business and organizations throughout the year. These campaigns include the Nutrition Challenge, Lifestyle Challenge, Step2It Challenge, Family Wellness Challenge and a Fiscally Fit Challenge. And Live Healthy America does more than just coordinate national wellness challenge campaigns. The company also manages customized wellness solutions for private and non-profit organizations with groups ranging from five to 55,000 participants.

“We design comprehensive wellness solutions for companies and community-based groups that are simple, effective and affordable,” finishes Vincent. “We provide the tools, resources and educational opportunities these organizations so desperately need. And we empower the participants to make positive lifestyle changes through coaching, positive reinforcement and guidance. Our goal is to help each and every one of these organizations create a culture of wellness that is essential for a healthier, more productive society.”

For more information about Live Healthy America challenges and wellness programs, visit [www.livehealthyamerica.com](http://www.livehealthyamerica.com).

### **About Live Healthy America**

Live Healthy America is based in Des Moines, Iowa, with a regional office in Dallas, Texas. Live Healthy America offers effective, affordable wellness solutions to a broad range of clients ranging from corporations, retailers and health care systems to communities, churches, schools and universities. Live Healthy America wellness challenges motivate and inspire people to make positive changes as part of a healthier lifestyle. To learn more about Live Healthy America corporate or community program solutions, call 888-282-0822, visit [www.livehealthyamerica.com](http://www.livehealthyamerica.com) or email [info@livehealthyamerica.com](mailto:info@livehealthyamerica.com).