

FOR IMMEDIATE RELEASE

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Step Up and Scale Down and Become the Biggest Loser of Weight in Shelby County

It's a new year and time for a new you! Become the biggest loser in Shelby County — of weight, that is. A monetary award, gym membership, a hair make-over, massage, and various gift cards are among the prizes available for the most successful competitors in the county's weight loss and physical fitness program.

Join Texas A&M AgriLife Extension for the opening weigh-in of participants which takes place January 22 - February 5, 2018 from 8:00 a.m. to 4:30 p.m. in the Shelby County Extension office at

266 Nacogdoches Street, Center. Participants will weigh-in, submit a \$30 participation fee and have their “before” picture taken during registration.



**Lose
Weight!
Get Fit!
Be Healthy!**

Winners of the 12-week long challenge will be determined by the percentage of body weight they lose during the three-month competition, not by lost pounds. All participants will weigh-in weekly to chart their progress (weights will be kept confidential), which ends with a final weigh-in at the Extension office the week of April 23-27. The winners will be awarded cash prizes of \$500, \$300, and \$100 for 1st – 3rd places, respectively and recognized at a Celebration event on May 8th.

Shelby County Extension Agent, Jheri-Lynn McSwain says the Healthy Texas program also will include:

- weekly “Tone in 20” fitness program,
- weekly healthy cooking nutrition classes,
- health screenings,
- weekly door prizes
- fun, hands-on cooking demonstrations and tastings, and a
- 5K Fun Run and Walk.

In conjunction, participants will be encouraged to enter an additional weight loss challenge for all of East Texas entitled *Lighten Up East Texas*. Participants in this free contest will be eligible to win grand prizes such as \$5,000 in cash for the top male and female percentage of weight lost, two \$1,000 gift cards from Brookshire Brothers, a drawing for other cash prizes for those losing 5% or more in weight, and a Broadway Square Mall Makeover Package. For more information on this weight-loss challenge go to www.lightenupeastexas.com.



McSwain says she expects the weight-loss program to make a big impact at the start of the Healthy Texas campaign. “This is a challenge designed to be fun” she says, “but at the same time help people achieve their weight-loss goals and although there are prizes, everyone who reaches a healthier weight is a winner. Last year, I had 128 participants that worked hard and successfully lost a total of 713 pounds as a group. I anticipate an even larger group of participants for the 2018 program.”

If you have questions about this wellness program, please contact Jheri-Lynn McSwain, County Extension Agent – Family & Community Health at 598-7744 or jlmcswain@ag.tamu.edu or follow us on Facebook at Shelby Extension Service.

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