



ALPHA FITNESS CHALLENGE FAT LOSS CONTEST February 1 – April 25, 2010

****Prizes****

1st Prize – \$500 Cash & 10-session Training Package (\$400 Value)

2nd Prize - \$400 Alpha Fitness Training

3rd Prize - \$300 Wellness Package

**Prizes are based on 20 participants*

Additional Benefits:

- **Free online training** workouts and get fit in a great environment
- **Success Package** which includes nutritional information, goal planning and exercise tips
- **4 Educational Seminars** related to health and wellness
- **2 Bio-Impedance Analyses** which electronically measure your body composition

Requirements

- **\$75 entry fee** which includes:
 - 2 **Bio-impedance analyses** (before and after contest - retail value \$79 each)
- **1 training session per week** with an Alpha Fitness trainer



ALPHA FITNESS CHALLENGE

FAT LOSS CONTEST

February 1 – April 25, 2010

Eligibility — Anyone over the age of 18. Keep in mind the competition is **based on percent body fat loss, not weight loss** so an average size person with a high body fat is as capable of winning as a heavier person. See the example below.

Before		
	Weight	Body fat %
Client 1	160 lbs.	35%
Client 2	240 lbs.	45%
After		
	Weight	Body fat %
Client 1	140 lbs.	25%
Client 2	200 lbs.	35%
Percentage Changed		
Client 1:	$35\% - 25\% = 10\% \div 35\% = 28.57\%$ decrease	
Client 2:	$45\% - 35\% = 10\% \div 45\% = 22.22\%$ decrease	

****Winner = Client 1**

Benefits — Lose body fat and weight. The program provides motivation, accountability, efficient and effective workouts, support, guidance and progression. Look and feel better, safely.

***We'll get you to the finish line; all you have to do is show up!
You only lose if you quit!!!***