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News Release

FOR IMMEDIATE RELEASE

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Third annual Mayor's Fitness Challenge set to start *Kickoff Party scheduled for Saturday, Jan. 14 at Rec Center*

LITTLE ELM (January 9, 2017) Statistically as well as anecdotally, there's a preponderance of evidence that New Year's Resolutions, notably those that deal with weight loss and adopting healthy habits, do not survive past Feb. 15.

The community of Little Elm wants to change that, and for the third year in a row, are reissuing the Mayor's Fitness Challenge.

It's an intensive eight-week program that opens on Monday, Jan. 16 and continues full-force until the conclusion on Sunday, March 12. Registration is now open and will remain open until Jan. 15.

The cost is \$35 for members of the Little Elm Recreation Center and \$70 for nonmembers. Employees of the Town of Little Elm and the Little Elm ISD receive the member discount.

Once registered, participants undergo a preliminary fitness assessment and are encouraged to join the Facebook group for support. Personal goals are set for weight loss or fitness levels, and during the program, participants get daily work-out moves that can be done at home or at the gym, weekly video tips for healthier living, as well as coaching sessions by the Little Elm Rec Center fitness guru.

A free personal training session is included as well as complimentary entry into the Big Easy 5K during the Mardi Gras celebration at Little Elm Park. A T-shirt along with a starter pack full of healthy recipes, tips, and an eating out guide in Little Elm are included. Prizes and giveaways are part of the weekly support.

In addition, participants receive a VIP invitation to the Rec Center expansion celebration.

At the end of the challenge, one person will win the Grand Prize of \$500, and two will win runner-up prizes of \$250 each.

To initiate the challenge, the Little Elm Parks and Recreation Department is hosting the Mayor's Fitness Challenge Kickoff Party on Saturday, Jan. 14 from 10 a.m. to noon at the Little Elm Rec Center, 303 Main St.

In addition to participant registration, there will be official weigh-ins, free breakfast burritos, coffee and juice, a wide variety of local health and fitness vendor exhibits, personal trainers and fitness instructors to answer questions, inspire and motivate participants. Monster Energy, Outlaw Bootcamp and Camp Gladiator are scheduled to be at the event.

Shaker Photography will take "before" photos and will compare those with "after" photos at the concluding celebration. The kickoff event will also include family-type activities like a bounce house and face painting. Prizes, giveaways, goodies and a special raffle drawing will take place at 11 a.m.

Information on the challenge is also available on Facebook by searching for "Kickoff Party for Mayor's Fitness Challenge."

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ABOUT LITTLE ELM – Little Elm is one of the state's fastest growing communities. Nestled on the shores of Lake Lewisville, the Town was incorporated in 1966, adopting the Council/Manager form of government. The population increased dramatically over the last several years, growing from under 4,000 in 2000 to over 30,000 today. Little Elm's population exceeds the state average in education and income, and is increasingly trending younger and technologically proficient. The Town's footprint is just over 21 square miles and boasts some 66 linear miles of shoreline within its boundaries.