

## Winter 2019 LiveFit Challenge!

This will be an opportunity to get fit in a short time! You will see results quickly! Imagine what a lifetime of healthy choices can do if you can sustain! Throughout the LiveFit Challenges 4214.6 POUNDS HAVE BEEN LOST IN OUR COMMUNITY since 2014!

The LiveFit Challenge is a fun competition to help our community get in shape, stay in shape and learn new ways to LiveFit! This program was developed as a way to improve the health of the community and have fun doing it. The competition enlists community-based health and fitness centers to support the goals and efforts of participants. This contest was designed to build camaraderie and encourage all community members to lead a healthy lifestyle! The LiveFit Challenge incorporates pop-up challenges, team challenges, outdoor challenges, weight loss, nutritional advice, fitness & fun!

INVEST IN YOURSELF! FOR ONLY \$8.33 per week! Over the course of this 6-week program you will learn tools for how to LiveFit! You will get support & coaching from The Cardio Club Staff, 1 on 1 weigh-ins, nutritional talks from trained professionals, fun challenges, new friendships & CHANCES TO WIN LOTS OF GREAT PRIZES!

We encourage LiveFit participants to have fun with the challenge! Encourage and inspire others through social media and in person too! Wear your team shirts proudly, post pictures, inspirational stories, quotes and healthy recipes on The Cardio Club Facebook wall.

### **Orientation, Packet & T-shirt pick up, Weigh-in:**

Early Bird Price: \$50 (until 1/11)

In The Nick of Time: \$60 (after 1/11)

Tank Top: \$5 extra or \$15 if additional to tee shirt

### **WHEN: Wednesday, January 30, 6:30pm-8:30pm at The Cardio Club**

We highly recommend that all participants be at orientation where we also have the first weigh in! (WORTH 5 POINTS PER TEAM MEMBER) \*If you are going to be out of town we can discuss an alternative to earn points. Face Time may be an option.

### **Challenge Format:**

Challenge runs 2/4-3/16! Each participant will receive a weekly card with different LiveFit activities to do for points locally & even while on vacation!

The team with the most points at the end of each week will win the weekly prize. The total weekly prizes and grand prize value more than \$1000. Winners of the weekly prize will be announced by Monday and may be announced in the Newspaper or online as well.

Grand Prizes will be awarded to the TOP TEAM OF TWO with the most points at the end of the challenge! Grand Prize Winners will be announced at The Cardio Club & a pass the dish reception will follow!

**Prizes will also be awarded to the 2<sup>nd</sup> & 3<sup>rd</sup> place team, as well as the biggest loser overall & the LiveFit Rockstar.**

Weekly Prizes and Grand Prize:

#### **Prizes include (1 Per Team Member):**

1-\$125 Gift certificate Greenane Farms CSA

1-Treatment at Viafore Family Chiropractic

1-Massage Rachel James

1-Massage Nicki Hoyt

1-Haircut and Color from Kylee Bowker of To Dye For Salon

1-1-Haircut from Kylee Bowker of To Dye For Salon

1-Acupuncture Appointment Kate Cauley

1-Lotion from Catskill Botanicals

1-Ski Lift Ticket for Plattekill Mountain

1- Tubing Ticket for Plattekill Mountain  
1- Willow and Birch Products  
1- \$25 Catskill Regional Harvest Gift Certificate  
1- Colonic Hydrotherapy session with Joanne Kudrewicz  
Gift Certificates to Sarkys, The Delhi Diner & Oneill's Shire Pub,  
Cardio Club Swag

#### GRAND PRIZES:

Prize for Top TWO Biggest Losers: At the beginning of the challenge we will ask each participant to throw \$10 in the pot. **The Top Biggest loser gets the CASH AND a color and cut from Kylee Bowker of To Dye For! 2<sup>nd</sup> Place Biggest Loser gets a haircut from Kylee Bowker of To Dye For Salon and a lotion from Catskill Botanicals.**

**1st Place Team: (\$400 Value) Will receive gift certificates for \$125 each, for Greenane Farms CSA and a 1-hour massage from Nicki Hoyt of Hands Massage!**

**2<sup>nd</sup> Place Team: Each receive a 1-hour massage from Rachel James of a Time to Heal**

**3rd Place Team: 1 Treatment at Viafore Family Chiropractic**

**LiveFit Rock star: (selected by the other LiveFitters) a special little surprise!**

\*Prizes are non-transferrable. By participating in the LiveFit™ Challenge you may note that The Cardio Club and Decker Advertising may use photos, results, and accomplishments for promotional purposes.

#### LOCAL POINTS:

Contestants will receive a LiveFit Local card with 8 ways to earn points for this challenge. **Each category listed below can only be executed once per day** (not including foodie points). We operate on the honor system. Please initial each box with each completed task on your card and hand in, send via Facebook messenger or email a picture of your card by Friday at 5pm. Photos can be sent via email to [cardiocluboffice@gmail.com](mailto:cardiocluboffice@gmail.com) or via the CC STAFF Facebook in order to be eligible for the weekly prize and ultimately the grand prize. **Your card and weight must be turned in/reported by 5pm, unless other arrangements are made prior to the start of this competition. Points may be deducted for every hour past 5pm that you card is not turned in. In a competition like this, 1 point could make or break you!**

**Helper Moves & Cardio Challenge: 3 Chances to earn 25 points for practicing your helper moves and 1 Chance to earn 25 points for CARDIO!**

At the beginning of the challenge you will be given a list & diagram of "helper moves" to practice throughout the competition. The "helper moves" will assist you to gain strength and ultimately improve with the moves you will perform for your assessment. The helper moves will be a variety of moves using the machines in the gym and a few bodyweight moves too. In order to earn 25 points daily, you will select one helper move each day, 3 times per week. Each day perform 3 rounds of the helper move, round one is 16 reps, round two you increase your weight and do 12 reps then round three increase the weight for only 10 reps. If the move is a bodyweight move, you can perform 3 rounds of 16. For example: Monday select one exercise from the "shoulder press helper moves". Let's say you select the bench press; round one you may bench the bar (45 lbs) 16 times, round two you bench the bar, plus 5 pounds and perform 12 reps, then round three is the bar plus 10 pounds (55 pounds) at 10 reps. Increase the weight how you see fit and if the bench press is too heavy for you, then you can start with free weights instead. We recommend using as many helper moves as you can throughout the competition!

Bonus Points will be awarded for the #of reps increased weekly AND at the end of the challenge. At the beginning of the challenge trainers will test your strength and set individual benchmarks. Week

one you will practice the strength moves and set your own bench marks, just for practice. Week two the trainers will test your strength and set your benchmarks for the competition. NEW! When the trainers set the bench marks, people will be separated in to strength categories and the top two people in each category will receive 1 bonus point that will go toward the grand prize, at the end of the challenge. Throughout your journey it is up to you to gain strength, because you may be able to earn bonus points weekly AND at the end of the competition we will test you once again for accumulated strength gained. During the final week of the challenge everyone will be re-tested and points will be awarded based on your # of reps increased across the competition.

**Cardio Challenge:** You get 1 chance to earn 25 points when you get your heart rate going once per week. Week one you will get your heart rate going for 0.5 miles per day. Increase the number of miles by 0.5 weekly. For example: week one start with 0.5 miles of cardio and week two 1.0. We will increase it weekly in hopes that you will try to beat your time to finish faster! This could be a run, elliptical, stride, bike, swim or row. etc! You choose! By week 6 you should be going for 3 miles as fast as you can! Classes do not count for your cardio challenge!

**Take a Fitness Class or Use the Gym:** You get 4 chances to earn 25 points when you take a class or use the gym at The Cardio Club or other fitness center.

**For Gym use:** at least **45-minutes** IN ONE VISIT. The Cardio Club or other fitness center. Get your sweat on!

**Self Care:** You get 6 chances to earn 25 points for Self Care! 1 chance to earn 25 points **Monday nights at 6:05pm (NEW TIME!! RIGHT AFTER DanceFit)**, during the “check-in” with Raegan. On-line check in will be an option, if you are unable to attend. Bring your questions, comments & concerns. During “check-in” you will touch base with Raegan about your experience. When checking in online, **please log on at 6:05pm** and make sure to post a comment or show a thumbs up symbol to let Raegan know that you are there! If you are unable to log on, you can still earn 20 points by “checking in” with Raegan via email or Facebook private message. If you have to work during check in, we offer other options to earn the full 25-points! 5 chances to earn 25 points when you complete each of the following: prep food for the entire week in one shot, sleep for 8 hours, yoga or meditation, take 30-minutes for yourself (to read, dance, hike, practice your hobby, whatever), and count calories for one entire day. REMINDER: \*ONLY ONE self-care box can be initialed each day for points. You cannot repeat the same thing twice, and each one must be completed weekly!

**Foodie Points:** You get 5 chances to earn 25 points by selecting one of the healthier Cardio Club recommended menu options at a participating eatery or for posting a **PICTURE or COLLAGE OF YOUR HEALTHY HOMEMADE MEALS** on The Cardio Club FB WALL.

**CSA Info:** Through Greenane Farms we offer a CSA at The Cardio Club. “Community Supported Agriculture” supports your local farmers and at an EXTREMELY REASONABLE PRICE! The cost for fresh, local food is less expensive than your local grocery store. Please note that your CSA CAN be shared with other participants for points and team meals using the CSA are ok and can be used for foodie points as well. For \$50 per week you can receive a special Cardio Club CSA Share. Sustaining a healthy diet is a big part of making a real commitment to living fit. The Cardio Club has worked with the team at Greenane Farms to specially select farm-fresh foods that will help you LiveFit. In each delivery you will receive a large tote filled with a special selection of fruits & vegetables, 2+ pounds of lean meats, and a special salad dressing of the week. The share can be split with someone else to save on cost OR you can select certain categories. For example: order a full share of beef and chicken and a half share of fruit and vegetables, or only produce. The choice is yours!

**Foodie Fads:** You get 5 chances to earn 25 points when you follow ONE FOODIE FAD WEEKLY! It is your choice which one you choose and the possibilities are endless. Eat Paleo, Vegan, Gluten Free, Vegetarian, Keto, etc. Each week jot down on your weekly card, what diet you followed!

H2O: 1 chance to earn 25pts weekly when you drink 1/2 your body weight in ounces of water each day from Saturday-Thursday! Partial points can be awarded. Deduct 4 points for each day that you missed. \*If for medical reasons you are unable to drink this much water, please contact Raegan for an alternative.  
Stretch: 1 chance to earn 25pts weekly when you stretch for at least 5-10 minutes once daily 5 days of the week.

Pop-up Challenges: These vary from week to week and so will the points for each. Keep your eyes peeled for these challenges weekly. These will be posted on The Cardio Club page on Facebook.

**\*Remember for Pop-up Challenges AND Partner Challenges you must wear your challenge Tee Shirt or tank and post a photo on the Cardio Club Facebook wall, in order to earn points!**

Partner Challenge: 1 Chance to earn 25 points for completing the weekly partner challenge with both teammates in the same place, at the same time.

#### **SOME ACCEPTABLE PARTNER CHALLENGES:**

Eat a clean meal together, food swap and hangout, swim laps, walk, run, hike, bike, compete in a race, roller skate, fitness DVD, create your own H.I.I.T. workout, etc.

These are suggestions. A team challenge must be at least 30-minutes at one time in order to earn points.

\*CLASSES WILL NOT COUNT FOR A TEAM CHALLENGE, but working out in the gym can count!

**\*ONE FREE LiveFit PASS** is allowed over the course of the Challenge. Things come up and sometimes we need a pass in life! This free pass can be used to initial one box, even if you did not complete it. In other words, if the pop up challenge is "No Alcohol", but it is your birthday and you want to drink one night, you can turn in your free pass at weigh in and initial that box "FP" OR if you are unable to make it to class one night, but you want to fill that card, you can initial the box "FP" and use it in that circumstance too! This free pass can be used for just one box OR one day during a weeklong pop up challenge

Percentage of bodyweight: lost OR gained will count for or against you. If a person loses or gains 2.8% of their weight in one week, those 2.8 points would be added or subtracted from your points for the week. For example: If weigh in weight is 175lbs- and the next week it is 170 that's 5 lbs. lost. To calculate the % of body weight lost it is  $5\text{lbs}/175\text{lbs} \times 100 = 2.8\%$  body weight lost. If it is a gain it is the same formula. On your card add the "-" symbol in front of the number if it is a gain and if it is a loss add the + symbol in front of the number, as that will indicate whether we are supposed to add or subtract points for that week. At the end of the competition we will award each participant "WEIGHT LOSS BONUS POINTS", based on what percentage of weight was lost.

Eating Clean: There are many variations on "eating clean". For the purpose of this competition we recommend everyone cut out pasta and eat local and/or fresh cheese and local and/or organic whole milk with no antibiotics or hormones. If you eat bread choose LOCAL or Heidelberg WHOLE GRAIN BREAD! These are some of the only breads made without chemicals! Please note that this is DIFFERENT THAN EATING PALEO. When eating clean we cut out processed foods. Anything that is not in its natural state is processed. Deli meat is processed; most things in a bag, box or can are processed. Buy local products! Be mindful of what you put into your body. We live in an area where we could potentially eat and maintain a full diet off the land. For more check out [www.thecardioclub.com](http://www.thecardioclub.com) and click on "LiveFit Tips".

Weigh in: EVERY FRIDAY ALL CONTESTANTS MUST WEIGH IN at The Cardio Club. The Cardio Club coaches and trainers will be available from **11am-5:00pm on Fridays**. Weigh-in is **MANDATORY** for both team members each week to be considered for the weekly prize. Some participants weigh in with a Cardio Club staff member after the 6am fitness classes. If you can only make it to The Cardio Club outside of business hours, we will work with you.

**\*\* Your card and weight must be turned in/reported by 5pm, unless other arrangements are made prior to the start of this competition. Points may be deducted for every hour past 5pm that you card is not turned in. In a competition like this, 1 point could make or break you! The Cardio Club staff will also "police" the photos posted on Facebook for this competition. If a team member forgets to wear their challenge tee for a pop up challenge or partner challenge,**

**they will need to redo the challenge over again. We will allow a 1-week grace period the first week for our newbies who may make mistakes.**

In the event that a contestant is unable to attend a weigh-in or send a photo of a scale showcasing their weight, that team will NOT be eligible for the weekly prize, unless the person is on vacation! If a contestant is on vacation they can email or text a photo of their weight on a scale on DAY ONE of their vacation AND on that Friday of the weigh in by 5pm. Photos can be sent via email to [cardiocluboffice@gmail.com](mailto:cardiocluboffice@gmail.com) or via Facebook messenger to CC Staff, in order to be eligible for the weekly prize and ultimately the grand prize.

EACH WEEK both team members MUST WEIGH-IN. In an unusual circumstance a team member can call in to report their weight to a Cardio Club coach, even if they are unable to weigh in, in person or take a photo, to be eligible for the grand prize, but are disqualified for that week's weekly prize. If a team member does not weigh in or report their weight each week they will NOT be eligible to win the Grand Prize.

If for some reason the Friday weigh-in is not an option for your team contact Raegan.

#### **BONUS POINTS:**

**Weight Lost & Inches Lost–At the end of the challenge each participant will earn bonus points based on how much body fat % was lost, % of inches lost and % of muscle gained!**

Relay Day: There will be at least one “LiveFit Relay Day” to earn bonus points for your team. Date TBD. Participants who are out of town may be able to earn points as well.

VACATION : If going on vacation, consult with Raegan for alternatives to earn the full points!

*\*If you are on vacation **ALL OR MOST OF THE WEEK** and there is a pop-up challenge that pertains to the Delhi area, then you have the option of taking a special “Vacation Pop-Up Challenge”. Pop-up points awarded for the “Vacation Pop-Up” will be according to the points being awarded for the “Delhi Challenge”. If the “Delhi Challenge” is worth 25 points, then so is the “Vacation Pop-up”.*

*Vacation Pop-up: Get active in a new way. Mark something off your bucket list! Find a fun adventure!*

*\*For the team challenge box you must do the task that your teammate is doing on your own while on vacation. This is only if you are on vacation most or all of the week and you cannot execute the team challenge with your teammate in Delhi.*

If a team has a team member drop out of the competition or has an injured team member they are allowed one substitution. The person who joins the team must pay the prorated registration fee when they weigh in.

**\*REMEMBER to always check with your physician before starting any exercise program!**

Contact us at (607) 746-7050 or go to [www.thecardioclub.com](http://www.thecardioclub.com)