

## Log on Today!

Get started today and track your progress online. Visit [50millionpounds.com](http://50millionpounds.com) and "Give up the pounds, not the fight."



Give up the pounds,  
not the fight.



State Farm  
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[statefarm.com](http://statefarm.com)\*

CS1026





Dr. Ian  
Smith



#### What Is The 50 Million Pound Challenge?

The 50 Million Pound Challenge is a historic, life-altering movement that helps people combat the number one health crisis facing all Americans – being overweight. **Dr. Ian Smith** is the leader and founder of The Challenge. He is a physician, journalist, and well-known author of the #1 New York Times bestselling *Fat Smash Diet*.

Dr. Ian teamed up with State Farm® – the sole sponsor – to issue a 50 million pound weight loss challenge.



#### Why Should I Join The 50 Million Pound Challenge?

The Challenge offers an interactive and creative way to help you improve your overall health. The Challenge can help you learn to make healthier decisions that will change your life.

While many of us think losing weight is about vanity, for the severely overweight and obese, it can become a matter of life and death.

#### How Do I Join The 50 Million Pound Challenge?

The Challenge is free and joining is simple – just sign up at [50millionpounds.com](http://50millionpounds.com).

While on The Challenge Web site, you can also:

- Find a local State Farm agent who can provide you with a free Challenge Kit.
- Track your progress by routinely updating your weight.
- Utilize the resources to develop a diet, nutrition, and exercise plan.
- Start a Challenge Team.
- Invite your friends and family to join.
- Stay connected with fellow participants through the blog.

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