

THE 50 MILLION POUND CHALLENGE WALK OFF KEY MESSAGES



GENERAL QUESTIONS

What is The 50 Million Pound Challenge?

The 50 Million Pound Challenge is a free national health initiative launched just over two years ago by Dr. Ian Smith, physician and author of the *New York Times* bestseller *The 4 Day Diet*.

The Challenge rallies Americans to come together and “Give up the pounds, not the fight.” The Challenge makes it easy for millions to join together to fight the epidemic of excess weight and weight-related illness, with an online support community and free weight loss tools to help them launch their journey and stay on track.

Why is this program important?

The 50 Million Pound Challenge provides free resources at 50MillionPounds.com to help people establish healthier lifestyle choices and combat obesity. Being overweight is one of our nation’s top health problems. It increases the risk of life threatening but preventable illnesses such as high blood pressure, diabetes, cancer, and a shorter life expectancy for more than 135 million Americans. Despite its impact, the topic of weight is such a taboo subject that 7 in 10 Americans would prefer to discuss their money, sex life, or work problems over discussing their weight, according to a recent survey conducted by Harris Interactive, commissioned by Challenge sponsor State Farm®.

How many people have joined the Challenge already?

In just over two years, The 50 Million Pound Challenge has already helped more than one million people shed a collective 4.6 million pounds. To date, there are more than 37,000 Challenge teams registered at 50millionpounds.com.

What tools are available at 50MillionPounds.com?

Online tools found at 50MillionPounds.com include a weight tracker, 30-Day customizable meal plan, online journal, activity tracker, Challenge teams and exercise tips to make fitness easier and more fun. All of these tools are free, thanks to sponsor State Farm.

- **Weight Tracker** - Tracks the member’s overall weight loss journey and is tied to the total weight loss amount of the entire Web site. A personalized graph shows progress at a glance.
- **30-Day Meal Plan** – Each member receives a daily menu and weekly shopping list to keep on task. These foods are added automatically to the journal, which can be edited and customized. There is even a healthy snack list.
- **Activity Tracker** – Records all daily activity including walks, pedometer recordings as well as other types of work out sessions.
- **Journal** – Members can journal their weight loss efforts online. Studies show journaling helps maintain healthy habits and avoid bad ones. The journal syncs up with the meal plan, weight tracker and activity tracker for one cohesive diary chronicling the Challenger’s journey.
- **Team and Community** – Members can create groups with friends, family or community and organizations to overcome challenges and celebrate wins. Challenge data shows members who join a team lose an average of 25 percent more weight.
- **Exercise Tips** - Members have access to fitness tips for every stage of their Challenge. From beginner to expert there are hundreds of tips that can take the confusion out of exercise and get members moving.

How can I join The 50 Million Pound Challenge?

Just log on to 50MillionPounds.com and visit your city’s team page to sign up.

CHALLENGE WALK OFF



What is The 50 Million Pound Challenge Walk Off?

Dr. Ian Smith's 50 Million Pound Challenge has teamed up with mayors across the country to hold health walks in sixteen cities throughout the nation. The walks will be held on September 12 and will bring people together in their own communities and in unity with others across the country to draw attention to the number one health issue facing America – obesity and illnesses that stem from being overweight, including diabetes, stroke, heart disease, and some forms of cancer.

Where are they located?

The Challenge Walk Off is a grassroots effort from Dr. Ian Smith's The 50 Million Pound Challenge to inspire communities across the nation to join in the fight against obesity. Dr. Ian Smith's 50 Million Pound Challenge has teamed up with mayors to hold health walks in more than sixteen communities across the nation. Click on city names below to access the individual city team pages for more information:

[Houston, TX](#)

[Philadelphia, PA](#)

[Birmingham, AL](#)

[Richmond, VA](#)

[Buffalo, NY](#)

[Greenville, MS](#)

[Niagara Falls, NY](#)

[Williamsport, PA](#)

[Phoenix, AZ](#)

[Alexandria, VA](#)

[San Leandro, CA](#)

[Alexandria, LA](#)

[Garden City, KS](#)

[Morristown, TN](#)

[Stratford, CT](#)

[Glendale, AZ](#)

If I am not located in one of the sixteen cities, how can I still get involved?

The 50 Million Pound Challenge is inviting all cities across the nation to join The Challenge Walk Off. Fellow citizens can sign up to host their own walks in their respective cities by logging onto 50MillionPounds.com. The first 50 teams with 50 team members to host a walk on September 12 will receive 50 free t-shirts featuring The Challenge logo.

Why is the Challenge Walk Off happening in my city?

At the recent [National Conference of Mayors](#), Dr. Ian encouraged the mayors to use The Challenge and its free resources as a platform for addressing the health concerns of their citizens. With community support being the key ingredient in helping Challengers stay motivated, Dr. Ian Smith and local mayors are hosting the Challenge Walk Off on September 12 as a kickoff for residents to get involved.

Where can I find more information?

You can visit 50MillionPounds.com to find out more information on the Challenge. Each city also has its own team landing page on the Web site. Visit your city's landing page to join the team.

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