



1421 S. Bell Ave. #104, Ames, IA, 50010

LiveHealthy BERMUDA

100 DAY

WELLNESS CHALLENGE



JANUARY 14 - APRIL 23, 2010  
WWW.LIVEHEALTHYBERMUDA.ORG

## WHAT IS LIVE HEALTHY BERMUDA?

Live Healthy Bermuda (LHB) is a unique health and wellness program brought to you in a team-centric "100 Day Wellness Challenge" that focuses on education, motivation and personal achievement.

By bringing together teams of friends, families, businesses and communities alike, Live Healthy Bermuda helps members create a lifestyle of healthy habits, physical activity and improved nutrition and weight loss.

Through LHB's online resources, participants have unlimited access to recipes, videos, workouts, health and wellness information, plus the support of other Live Healthy Bermuda members to keep them on track to achieving their personal goals.

Live Healthy Bermuda is a part of the international program, Live Healthy America.

Since 2002, the program has helped more than 229,000 participants accumulate more than 570 million minutes of activity, equaling to more than 935,000 pounds lost.



LIVE HEALTHY AMERICA

OVER

229,000 PARTICIPANTS

935,000 POUNDS LOST

570,000,000 MINUTES OF ACTIVITY

# HOW

## TO GET STARTED

### STEP 1: CHOOSE TO LIVE HEALTHY!

Get on the right track to a healthy lifestyle by choosing the Live Healthy Bermuda "100 Day Wellness Challenge."

### STEP 2: BUILD YOUR TEAM!

Elect a captain and form a team of 2-10 people. Teams can be composed of adults of all fitness levels. Select a team name and gather all team members' e-mail addresses and T-shirt sizes. Registration is \$25 per participant. (Team captain must have a valid e-mail address.)

### STEP 3: SIGN UP!

Beginning December 15, register your team at [www.livehealthybermuda.org](http://www.livehealthybermuda.org). If the program is a component of your organization's wellness program and has multiple teams participating, register your team with your assigned Group ID.

### FOR MORE INFORMATION ABOUT LIVE HEALTHY BERMUDA:

888.282.0822

[www.livehealthybermuda.org](http://www.livehealthybermuda.org)

[livehealthybermuda@gmail.com](mailto:livehealthybermuda@gmail.com)

### STEP 4: CHANGE YOUR CHOICES!

Log on to [www.livehealthybermuda.org](http://www.livehealthybermuda.org) where you have unlimited access to recipes, videos, workouts and health information. Throughout the "100 Day Wellness Challenge," don't forget to log weekly progress – from the activities completed and/or pounds lost to overall health and wellness goals.

### STEP 5: CHANGE YOUR LIFE!

Live Healthy Bermuda challenges you to continue living a healthy lifestyle even after completing the "100 Day Wellness Challenge." You will have continued access to all of the resources and tools to help maintain success and celebrate your new view on healthy living. Motivation is the key to maintaining a healthy lifestyle and Live Healthy Bermuda is here to help you!



# WHAT

## IS IN IT FOR ME



### FOR ONLY \$25 YOU WILL RECEIVE:

- Live Healthy Bermuda training T-shirt
- Weekly motivational e-mails containing activity, nutrition and recipe tips
- 100 days of access to **TRAININGPEAKS™**
- Chances to win individual and team prizes throughout the "100 Day Wellness Challenge"
- Personal online tracking page
- Unlimited access to the online Resource Center

# WHY

## IT WORKS

### HOW TO GET MY ORGANIZATION INVOLVED

**IT'S EASY...** You lead a busy life. You have endless responsibilities. You may not feel like you have time for a healthy lifestyle. That's why Live Healthy Bermuda will work for you. You don't have to change all at once or try to "fit" more in. Your lifestyle is a series of choices. By simply changing the choices you already make every day, you can change you!

**COLLABORATION...** Utilizing Live Healthy Bermuda's "100 Day Wellness Challenge" as a platform, organizations throughout the country have engaged their city, lowered healthcare costs, moved participants towards a healthier lifestyle and their community towards a culture of wellness.

**FLEXIBLE PROGRAMS...** Live Healthy Bermuda's flexibility and ability to private label your program creates a sense of community in a team-centric challenging environment. City vs. city, company vs. company, department vs. department, and friend vs. friend challenges emerge. Friendly competition boosts participation and motivates participants to be active while being a part of a social network.

**EFFICIENT AND AFFORDABLE...** Whether you want to participate in a wellness program or implement one for your company, it can be a daunting task. But with Live Healthy Bermuda's turnkey program and support, it is so easy to get started with ease and efficiency.

**HOW DO I GET STARTED?** Visit [livehealthybermuda.org](http://livehealthybermuda.org) or call 888.282.0822 today for details on how to get your organization/community involved in a Live Healthy program.