



MayorsFitnessChallenge.org

Goals:

1. Help fight the obesity and sedentary crisis in cities throughout America while helping to reduce healthcare costs
2. Have Mayors lead a charge to increased fitness within their community by “Challenging City Residents to Get Fit & Healthy”
3. Have a friendly competition to push participants to greater results within communities and throughout the USA
4. Utilize all of the local ‘fitness assets and infrastructure’
5. Developed by PHIT America, a national cause and campaign
6. PHIT America will use its assets and contacts including engaging PHIT America Sponsors and local Ambassadors to help support “Registered Cities”

Approach:

1. **Cities across America will implement a Mayors Fitness Challenge featuring:**
 - a. **10 weeks of fun fitness activities**
 - b. **3+ organized activities per week for city residents**
 - c. **Fitness & health tips, tools, and education for participants**
 - d. **Lose weight – “Weigh In.... Weigh Out”**
2. Establish an “easy to participate” initiative almost any city can implement
3. PHIT America will “registered cities” a template, a step by step plan, “best practices”, contacts, suppliers, etc. to implement their *Mayors Fitness Challenge* in their city
4. PHIT America will promote the *Mayors Fitness Challenge* via:
 - a. Press Release(s)
 - b. PHITAmerica.org, “News Flashes” and other promotion
5. Separately, cities can challenge other cities in their area
6. PHIT America will honor the *Mayors Fitness Challenge* City of the Year” which will be the city with the greatest percentage of weight loss in their 10 week challenge.

Keys to Success...What Cities Must Do:

There are many important steps to implement a *Mayors Fitness Challenge*. Here are some important ones:

1. Have committed leadership from the Mayor and or someone who is empowered to establish a *Mayors Fitness Challenge* plan
2. Follow the suggested "Step by Step Plan"
3. Promote the 10 week *Mayor's Fitness Challenge* locally to their residents. This can be held any time during a year and multiple times during the year.
4. Find a local accredited university, hospital, clinic, etc. to conduct a 'weigh in' pre and post the competition for local participants*
5. Have a university or hospital send in the City's results to PHIT America
6. Submit a PHIT America *Mayors Fitness Challenge* signed application
7. If deserving, make a donation of your choice to PHIT America

To qualify for the national *Mayors Fitness Challenge City of the Year*, a city must have at least 50 local participants or ¼ of 1% of the population who take part of the competition during their 10 week *Mayors Fitness Challenge*

'Weigh in' Parameters:

1. Participants are 'weighed in' at the start of the 10-week period and at the end at an accredited, independent firm (university, hospital, clinic, etc.); Cities can add other health or fitness measurements if they desire
2. Independent, accredited firm supplies the results to the city & to PHIT America
 - Number of participants
 - Weight loss of each participant
 - Total weight loss
 - % Weight loss
 - Names of participants are held private by the recording institution
3. On PHITAmerica.org, cities are ranked based on the greatest % of weight lost in the 10 week time period

Other Comments:

- PHIT America will be supplying many resources, tips, contacts, etc. to each city when they officially register. It is up to the city to take the *Mayors Fitness Challenge* template and implement the initiative. PHIT America will not be part of the implementation process.
- Cities should be able to find many local sponsors: universities, hospitals, clinics, insurance companies, local sports and fitness companies, clubs, etc.
- Go to MayorsFitnessChallenge.org to learn more and Register