



FOR YOUTH DEVELOPMENT  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

**NORTH SUBURBAN  
YMCA**

2705 Techny Road  
Northbrook, IL 60062  
[www.nsymca.org](http://www.nsymca.org)

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FOR IMMEDIATE RELEASE

**YMCA Lose-to-Win Challenge Boosts Resolutions with Competitive Incentives**

**Northbrook, IL: December 2014** – Many New Year’s Resolutions start off strong, but quickly lose steam in the face of fading motivation. The North Suburban YMCA is launching a new fitness challenge program to supercharge weight loss resolutions, combining the motivational power of friendly competition with tangible incentives that include cash and other valuable prizes, including a special contest for new Y members. The Y’s “Lose to Win Challenge,” now open for registration, provides specialized exercise as well as nutrition counseling to maximize results for all participants.

Lose-to-Win Challenge participants register for a program package that includes 24 small group workout sessions, six one-on-one personal training sessions, and 12 nutritional coaching sessions. This intensive program, led by the Y’s professional fitness and nutrition staff, is designed to maximize weight loss results in a healthy, monitored setting. At the end of the 12-week challenge, prizes will be awarded to participants based on percentage of weight lost, with \$500 going to the first place male and female finishers and \$250 to the man and woman finishing second. Third place finishers will receive punch cards for eight hours of small group exercise at the Y, a \$160 value. Registration for the program is \$350; the same classes and training purchased separately would cost over \$1100.

“Our Lose-to-Win Challenge is for people who really want to improve their health and are ready to push the envelope,” says Megan Vazquez, NSYMCA Associate Wellness Director. “Many people find competition to be highly motivating, and this program will give them great momentum to continue a healthy, active lifestyle long after the challenge is over. The cash prizes are very exciting, but all our participants will come away healthier and stronger, and that’s the best reward of all.”

As part of the Y’s total commitment to wellness, all new Y members joining in December and January will be entered into a raffle for a free spot in the program.

The North Suburban YMCA is located at 2705 Techny Road in Northbrook. To register for the Lose-to-Win Challenge, or to learn more about fitness and personal training at the Y, visit [nsymca.org](http://nsymca.org) or call 847 272 7250.



*The NSYMCA is launching a new 12-week fitness challenge program to supercharge weight loss resolutions, called “Lose to Win Challenge,” now open for registration. Prizes will be awarded to participants based on percentage of weight lost.*

#### **About the North Suburban YMCA**

The YMCA is a not-for-profit entity and relies on donations to make services available for all families and individuals in its 15-city region. All board members are volunteers, who donate their time, talents and financial resources. Located at 2705 Techny Road in Northbrook, the YMCA has served the northern suburbs of Chicago for over 45 years. The Y is about youth development, healthy living, and social responsibility, providing programs and services that address the needs of our diverse community and are accessible to all. For more information or to make a donation, contact Barb Flanagin at 847-272-7250 or [bflanagin@nsymca.org](mailto:bflanagin@nsymca.org), or visit [www.nsymca.org](http://www.nsymca.org).