



Here's a weight loss Challenge for your station! America is a nation that needs to get healthy and you can promote that with a weight loss contest on your station. We'll give you the tools, and you can sell the sponsorships and enjoy the engaged listeners that will be tuning into your station.

We provide:

- The website to track your weight loss Challenge to your listeners.
- 50 Million Pound Challenge Kits with a free pedometer and weight loss guide.
- Commercials that you can customize for your station's Challenge.
- Live read scripts that you can customize for your station's Challenge.
- Free T-shirts and hats for giveaways.
- A potential on-air interview with Dr. Ian Smith, creator of the 50 Million Pound Challenge and VH1 *Celebrity Fit Club* diet expert.

You provide:

- Sponsors to provide prizes or dollars to gain the on-air exposure with this promotion.
- Mentions of State Farm agents in the area who are providing FREE Challenge Kits.
- The listeners to join The Challenge!

Here's how it works:

Go to www.50millionpounds.com and register. Whoever is taking the lead on this promotion can start a Challenge Team on the site. This makes them the team captain and gives them the ability to send mass emails to all members of the team.

You encourage your listeners to register for the Challenge and to join your Challenge Team. You can make it a competition between on-air personalities or with another station. There is no limit to the number of teams you can start or join.

The website will keep track of each team's total pounds lost, average pounds lost and number of members. Whoever gets the most members or weight loss, (however you choose to do the contest) wins the prize. You can solicit sponsors to get the prizes and the non-traditional revenue for your billing!

Please contact us if you are interested in holding a Challenge on your station. We will be happy to answer any questions and to provide you with the giveaway items previously mentioned.

Melissa Bailey
Ph: 309/766-0625
melissa.bailey.qxwl@statefarm.com

JOIN THE 50 MILLION POUND CHALLENGE

Give Up the Pounds, Not the Fight

Go to www.50millionpounds.com

State Farm Mutual Automobile Insurance Company, for itself and its affiliates, ("State Farm") grants the public a license to use the materials State Farm has designated on this web site as available for reproduction as personal posters, ads, web sites, and so forth, so long as that use is for the purpose of advancing and encouraging the goals of The 50 Million Pound Challenge set forth at www.50millionpounds.com. State Farm reserves the right to terminate this license with respect to all or any persons whose use, in State Farm's sole discretion, does not encourage or advance these goals and/or disparages these goals in a manner deemed by State Farm to be unseemly, unworthy, and/or unsatisfactory.