

Fact Sheet

Overview

The 50 Million Pound Challenge is a free national health initiative that aims to rally Americans to come together to 'Give up the pounds, not the fight,' against obesity. It was launched on April 7, 2007.

Scope

Being overweight is one of our nation's top health problems, increasing 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®.

The Challenge

Dr. Ian Smith, physician and *Challenge* founder, issued *The 50 Million Pound Challenge*, to rally Americans to join together to lose weight and live longer, healthier lives. At 50MillionPounds.com, Challengers can find free online weight loss tools to help them on their journey and stay on track.

In just under two years, *The 50 Million Pound Challenge* has helped more than one million Americans log more than 3.8 million pounds lost. *The Challenge* is not just about shedding those extra pounds, it is about uniting as a community and pooling strength and resources to overcome health problems that afflict us.

The Tools

Online tools found at 50MillionPounds.com include a weight tracker, 30-Day customizable meal plan, online journal, activity tracker and *Challenge* teams to make fitness easier and more fun and *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.

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.

For media inquiries

Blair Decembrele, 212.221.1713 bdecembrele@kaplowgrouppr.com

Alysha Crouse, 212.221.1713 acrouse@kaplowgrouppr.com