

MEDIA ADVISORY

WEDNESDAY, OCTOBER 15, 2008



LeBron James & Dr. Ian Smith to Announce Contest Winner and Celebrate FIT 4 CLEVELAND City Challenge Success at Cavs Game Thursday

On June 16, LeBron James issued a call to his city and fans to join him in the fight for healthier lifestyles by signing up for his [FIT 4 CLEVELAND](#) team at [50millionpounds.com](#). Thursday, in conjunction with half-time ceremonies honoring his Olympic gold medal, he will encourage fans to continue their efforts to get healthy and use *The 50 Million Pound Challenge* and its FREE resources to do so. Joining James will be *Challenge* founder Dr. Ian Smith. The two will announce the Fit 4 Cleveland team challenge contest winner and encourage people to support the ongoing effort, which will be sustained locally through the LeBron James Family Foundation (LJFF).

WHEN: Thurs., Oct 16 during the Cavs vs. Spurs Preseason Game, doors open at 5:30 p.m., tip-off at 7
Challenge announcements during half-time ceremonies honoring LeBron's Olympic gold medal

WHERE: Quicken Loans Arena, Center Court, Cleveland, OH

DETAILS: Challenge registrations and giveaways will be conducted at Q Concourse Challenge Booths throughout the evening.
Game attendees will receive a LeBron gold medal poster

TEAM STATS: Since the Fit4Cleveland team was established in June, 1,652 people have joined the team and logged 7,418 pounds lost in 4 months. During that same timeframe, 7,431 Ohio residents have taken up *The Challenge* racking up a total loss of more than 15,000 pounds. Since the inception of *The Challenge* in April 2007, more than 30,000 Ohioans have joined and lost 60,000 pounds. The LJFF will continue to promote and encourage the team's success by offering giveaways and working with other local leaders and organizations.

INTERVIEWS: Dr. Ian Smith, LJFF Executive Director Jakki Nance, and a successful *Challenge* participant will be available for interviews at the game before halftime and by phone. Please call Mia at 309-533-2011 to make arrangements.

Research shows weight loss can be more effective when tackled as a group. *The Challenge* has already helped nearly 700,000 Americans lose almost 3 million pounds collectively! The online community and teams offered at [50millionpounds.com](#) is a highly valuable tool to help participants achieve weight-loss success. Backed by hundreds of civic and celebrity champions, elected officials and national health and civic groups, *The Challenge* is one of the most far-reaching initiatives of its kind. The website tallies total pounds lost and offers free resources, including a 30-day diet plan, personal weight and activity trackers and an online journal. People can also get a *Challenge* kit with a CD, brochure, menu and fitness advice, and a pedometer to count steps. Kits and all *Challenge* resources are free.

"Maintaining a healthy lifestyle is important for everyone," said LeBron James. "I am proud to be a part of *The Challenge*. This is a great way to show how easy it is to stay in shape."

"It has been extremely inspiring and rewarding to see people shed pounds and gain self-esteem, health and happiness as a result of their participation in *The Challenge*," said Dr. Ian Smith, author of the *NY Times* #1 best-seller *The Fat Smash Diet* and *VH1's Celebrity Fit Club* diet expert. "People benefit from working with a support team as they strive to make healthier food and fitness choices. Those who are a part of a *Challenge* team are losing on average 23% more weight. Anyone can join *The Challenge*, and form and join as many teams as they want, at [50millionpounds.com](#)."

A study in the July 2007 *New England Journal of Medicine* found that close friends and family set a powerful example for each other—they tend to gain but can also lose weight together. *The Challenge* aims to reach its goal by making it easier for millions to fight the epidemic of excess weight threatening half of all Americans. More than 135 million Americans and two in three adults are overweight; double the rate a few decades ago. Each week, 10,000 die from heart disease, stroke, diabetes, cancer and other illness related to inactivity and diet. African Americans are especially hard hit: 80% of women and 67% of men face higher risk from weight-related diseases, with life expectancy five years below the U.S. average.

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