

FOR IMMEDIATE RELEASE



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Fit City Tyler Announces the 8th Lighten Up East Texas Weight Loss Challenge

Tyler, Texas (January 2, 2020) – The Lighten Up East Texas regional weight loss challenge will launch its 8th year at the Broadway Square Mall in Tyler on Saturday, January 4th, from 11 a.m. - 2:00 p.m.

You may also enter at any **public weighing location** from January 6th, 2020, through January 31, 2020. Entrants will need to "Weigh-Out" by returning to a weighing location before Friday, May 1, 2020.

Anyone over the age of 18 who loses at least 5% of their starting weight will become entered into our Grand Prize Drawings. The full list of weighing locations and all contest rules are available at LUET.org.

Companies can become a **private weighing location** and provide LUET registration at their worksite. The wide variety of companies that have been private weighing locations include school nurse clinics, city government employees, police departments, county government employees, church recreation buildings, distribution centers, fire departments, doctors' offices, grocery stores, pharmacies, branch bank locations, restaurants, city halls, libraries and community centers. A company does not have to be a 'health-related business' in order to weigh their employees and customers into Lighten Up East Texas.

Participants are also encouraged to create their own weight loss teams, in order to provide support and friendly competition. New additions to LUET for 2020 include the Walk Across Texas! Program and the It's Time TEXAS Community Challenge, where entrants of either program can multiply their entries into the Grand Prize Drawings of Lighten Up East Texas for \$5,000 cash and for other grand prizes.

There were 2618 people whom entered in 2019, and 1374 of those individuals completed the challenge and weighed-out. This completion rate of 52.7% is the highest ever, and the weight total loss was 8,524.2 pounds. For all 7 years of Lighten Up East Texas, we have had 7,795 people completed the challenge and has lost a total weight of 61,439 pounds.

Our 2019 Grand Prize Winners

The live random lottery drawings for the 2019 Lighten Up East Texas regional weight loss challenge were held on Tuesday, May 21st. Cheri Straus registered for Lighten Up East Texas at her workplace, as she is a school counselor in Lindale ISD. She was one of 339 individuals who entered Lighten Up East Texas, who returned to weigh-out, and who lost at least 5% of her starting weight. She only had one entry and was the selected recipient of \$5000 cash. Our Grand Prize winners also included Rhonda Brown, who entered at the AgriLife Extension Office in Mount Pleasant, and Meika Fallon, registered at her campus within the Tyler ISD; Rhonda and Meika were each the randomly selected winners of \$1,000 Brookshire gift cards.

"Our goal for this event is to encourage East Texans to take control of their health, to make smart and healthy choices, to make time for physical activity and to ultimately lose weight in a healthy way," says George Roberts, chief executive officer of NET Health and co-founder of Fit City Tyler.



Participants are also encouraged to create their own weight loss teams, in order to provide support to each other while also stoking friendly competition. Weight loss teams were also awarded prize packages, based on teams who lost the most combined percentages of weight that was lost by all team members:

* **3rd Place** – The Butter Buds team from Winnsboro – Rebecca Holster, Amelia Russom, and Janica Jordan. Total weight loss was 7.7% of their combined starting weight.

* **2nd Place** – The Monkey Business team from Pittsburg – Kevin and Kristie Collins, a married couple who weighed-in at the UT Health Olympic Center in Pittsburg. Kristie was the team captain and their total weight loss was 9% of their combined starting weight.

* **1st Place** – Baylor Scott and White, Texas Spine and Joint Hospital. This 5-person team included Mary Brown, Woody Edmiston, Nancy Clark, Rita Heinecke, and their team captain, Deborah Price. They averaged a weight loss of 12.44% of their combined starting weight.

“When we established Fit City Tyler in 2010, our mission statement was to “make Tyler a Fit City one step, one bite and one health-conscious decision at a time,” said Dave Berry, co-founder of Fit City Tyler. “We’ve seen much success by individuals and by groups.”

View rules & the list of weighing locations across East Texas by visiting LUET.org.

About the Fit City Tyler Health and Wellness Coalition

More than 200 organizations, businesses and non-profit agencies are actively involved within Fit City Tyler. Members of the Fit City Tyler steering committee include representatives from NET Health, the City of Tyler, Tyler Junior College, Smith County government, TylerISD, UT Health Science Center at Tyler, DSHS Region 4/5 North, Christus Trinity Mother Frances, UT Health East Texas EMS, the Tyler Hispanic Business Alliance, St. Paul Children’s Services, and the Alzheimer’s Alliance of Smith County.

More information is available at FitCityTyler.com. [“Like” us on Facebook](#) and [“Follow” us on Twitter](#).



Our 2019 Grand Prize Winners



Cheri registered at her campus of employment within Lindale ISD



Rhonda Brown

Registered at the AgriLife Extension Office in Mount Pleasant, TX



Meika Fallon (center)

Registered at her campus of employment at the Caldwell Arts Academy (TylerISD)