



Maintain, Don't Gain This Holiday Season

This holiday season, the only thing that should be stuffed is the turkey! Many Americans gain between 1 and 5 pounds each holiday season. While it may not sound like much, most people never manage to lose these extra pounds.

Instead of allowing the weight to accumulate, you are invited to join the ninth annual *Eat Smart, Move More, Maintain, don't gain! Holiday Challenge*. This **free** seven-week challenge provides participants with tips, tricks and ideas to help maintain their weight throughout the holiday season. The challenge will begin November 17 and will run through December 31.

How to join:

- Sign-up at www.esmmweighless.com.
- Click on the Holiday Challenge tab, then click 'Sign Up Today'.
- All participant information is kept confidential.

Once you join you will have access to:

- A calorie counter, a food log and an activity log to track your progress.
- Seven free weekly emailed newsletters with tips to help you:
 - Manage holiday stress
 - Fit physical activity into your day
 - Cook quick and healthy meals
- Daily tips with quick and easy ways to include a new healthy strategy.
- Healthy holiday recipes – that are delicious too!

In 2013, more than 6,283 people from 48 different states and Canada took part of the challenge. 90% percent reported maintaining their weight. In addition, 23% percent reported losing 3 to 5+ pounds. **Over 99% of participants said they were very likely to somewhat likely to participate in the Holiday Challenge again.**

The *Eat Smart, Move More, Maintain, don't gain! Holiday Challenge* is a part of *Eat Smart Move More Weigh Less*, an online 15-week weight management program using strategies proven to work for weight loss and weight maintenance. *Eat Smart, Move More, Weigh Less* was developed by NC State University and the NC Division of Public Health. Find out more at www.esmmweighless.com.