



Defined Fitness “Challenges” New Mexicans Who Want to Get in Shape in 2009

Registration Underway for Twelve-Week Fitness Contest January 17 – April 11 in Albuquerque and January 24 – April 18 in Farmington; Proceeds to Benefit the Michael George-Kyle Kerschen Search Aid Foundation

For Immediate Release

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Contact: Jessica Trumble, Rick Johnson & Company, (505) 266-7220, jtrumble@rjc.com
Laura George, The Challenge, (505) 263-2099, lgeorge7@comcast.net

ALBUQUERQUE, N.M.—Television shows like “The Biggest Loser” and “The Swan” have become popular over the past few years, and now a similar contest—**The Challenge 2009**—is about to kick-off in New Mexico to help individuals shape up after the holiday season.

The Challenge is a 12-week fitness contest that will take place **January 17 – April 11 in Albuquerque and January 24 – April 18 in Farmington**, and registration is currently underway. Participants are judged in three areas:

1. **Physical Transformation** (comparison of “before” and “after” photos)
2. **Mental Transformation** (written essay about challenges, learnings, changes)
3. **Body Composition** (weight or body fat loss or gain)

Participants learn how to dispel fitness myths and throw out the diet mentality, and are provided with the information and support necessary to meet their fitness goals in order to live a longer and happier life.

The Challenge is organized by Mark and Laura George, whose son, Michael George and friend Kyle Kerschen went missing on January 4, 2008 while snowboarding at the Wolf Creek Ski area. A portion of the proceeds from The Challenge will benefit the **Michael George-Kyle Kerschen Search Aid Foundation**, which offers a source of financial aid, assistance, and encouragement to families suffering the pain of missing family members and the high costs of search, rescue and recovery. The Foundation aims to provide financial assistance to meet some of the costs of search helicopter and



The Challenge—Page 2 of 2

fixed-wing aircraft when necessary, to engage specially-trained search dogs when appropriate and to aid in meeting some of the base operations costs of volunteers involved in organized search efforts. The Foundation does not supplant or replace organized local and state government search and rescue organizations, but can support the works of these organizations through direct association with affected families.

“Defined Fitness is thrilled to be part of The Challenge,” said Anndee Wright Brown, CEO of Defined Fitness. “It is a great event designed to help individuals reach their health and fitness goals, and also benefits a cause that is very near and dear to many New Mexicans.”

Registration for The Challenge can be completed in person at any Defined Fitness location or online at www.thechallengem.com, and includes “before” and “after” photos, admission to Boot Camps and Extreme Boot Camps, a discounted membership to Defined Fitness (90 days for \$99), discounted personal training sessions at Defined Fitness (buy three sessions get the fourth free) as well as other resources and tools. Winners will receive cash and other prizes, and will be named in various categories.

The deadline to register for The Challenge in Albuquerque is January 14, and January 21 in Farmington. Thereafter, late registration may be completed in Albuquerque through January 17 in person at the Juan Tabo Defined Fitness location (3301 Juan Tabo NE) only. In Farmington, late registration may be completed on January 24 in person at the Farmington Defined Fitness location (1700 E. 20th St.) on weigh in day only.

For more information, contact any Defined Fitness location or visit www.defined.com or www.thechallengem.com.

Defined Fitness is New Mexico’s premier workout facility with multiple locations in Albuquerque, Rio Rancho and Farmington, offering state-of-the art equipment, group fitness, personal training, nutrition, tanning, day care and more, including the new Parisi Speed School. Defined Fitness, celebrating its 20th anniversary in the Albuquerque community in 2008, is the city’s original “no contract” health club. For more information, visit www.defined.com. Defined Fitness, every BODY wins!

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