

## **The Fit For You “Ab-Normal” Fitness Challenge...**

...Features local area mid-state residents led by fitness expert and clinical exercise specialist Joe Green of Fit For You personal training and nutrition.

This event will benefit so many people – both physically and financially. The objective is to gather exercise enthusiasts, such as my clients and others who may be interested, in order to ask them to participate in my fitness challenge.

The “Ab-Normal” fitness challenge is a 45-day event that challenges participants to perform basic abdominal crunches. Specifically, crunches that train the abdominals are required. The goal is that each person completes 10,000 reps or as close to that goal as possible by the end of 45-days.

Each person is required to check with me daily to report their total number for the day and I will keep track of the totals and send an email out to update everyone involved and to motivate them to keep going. Seeing how well everyone else is doing is motivating and in a similar experience I conducted last month I found that the participants ended up emailing each other and supporting one another as well.

What makes this event so special is that I am asking each participant to get at least one sponsor, hopefully each person can get two or three sponsors. Sponsors will be asked to donate one penny for every ab crunch - rep that is completed to a maximum of the goal (10,000) unless they agree to more or give a flat donation. This would amount to \$100 max from each sponsor per participant.

In turn, we will pull together all of the money earned and present a check for 100% of the total money raised to The Ronald McDonald House®.

Everyone wins. We have people exercising and training the all-important area of the body that everyone wants to work on... the infamous abs. Core training will help to improve overall strength, posture and relieve some minor back aches and pains, while helping to tone up our waist-lines. Those who work to tackle this goal learn how to manage their time and current lifestyle complete with all of the daily challenges of work, family,

stress and more in order to successfully budget time and energy to exercise on a daily basis. It works, and it teaches everyone that it can be done and there's always a few spare minutes to do even a little exercise.

Meanwhile, we support a great cause and many others benefit from our sharing. "A candle loses nothing by sharing its light." Hopefully the last, but certainly not least, of all of the great benefits will be realized – that others see firsthand what people of all ages and backgrounds can do, and perhaps they will be motivated to get started themselves.

The challenge will begin Jan. 15<sup>th</sup> – complete with getting a press release out, meeting with key contact(s) from the charitable organization and hosting a brief meeting(s) to properly demonstrate the technique for the perfect ab crunch.

Thanks in advance for participating and becoming a part of this wonderful event to show the true meaning of my business motto – "Where Fitness Meets Wellness."

Joe Green  
Fit For you  
Where Fitness Meets Wellness  
(717) 579-8257  
Website: [www.phyt4u.com](http://www.phyt4u.com)  
E-mail: [joe@phyt4u.com](mailto:joe@phyt4u.com)