

Chicago-wide weight-loss initiative pits dieters against each other for big money



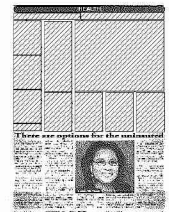
THE CHICAGO-WIDE weight loss initiative means participants should check with health care professionals before taking on exercise regimens or extreme weight reduction plans.

Thousands for Winning Corporate Team, \$18,000 Total for Top 3 Individual Teams

'Chicago Matchup' weight-loss contest offers substantial cash incentive to get fit. Company partners with local individuals, health clubs, hospitals and large employers for team-based weight-loss competition fueled by a proven effective motivation paradigm: cold hard

cash
Big bucks are at stake in a new Chicago-wide wellness program for employers and individuals, alike. HealthyWage™(www.HealthyWage.com), an online network that pays members who improve their health, continues to accept registrations for its "Chicago Match-up" competition - a city-wide weight-loss contest that will reward top-performing individual teams with a total of \$18,000 in cash prizes,

while the winning employer will receive thousands, commensurate with the number of companies participating. Registration is now open to all Chicago residents and businesses, and the contest officially commences with weigh-ins to be held throughout Chicago on May 13, 2011. "The Chicago Matchup' brings the region together in a collective effort to achieve weight-loss and health goals through a fun and lucrative contest," said HealthyWage co-founder David



Roddenberry. "Competing in teams of five against family, friends, and co-workers for added encouragement, bragging rights and big cash prizes, this initiative leverages our social network model proven to help motivate and sustain weight-loss. Academic research shows that obesity has spread through social networks and will likely reverse through social networks."

"With more than one-quarter of all Illinois adults reported to be obese and far more classified as overweight, coupled with Illinois' estimated annual medical cost of obesity ringing in at nearly \$3.5 billion, we hope this initiative will provide an extra dose of motivation to effect positive change for the region," Roddenberry notes. Throughout "The Chicago Matchup" teams of five will compete for the greatest percentage of weight lost from May 13 through August 12, 2011. Each participant pays a \$60 registration fee and weighs in at the beginning and end of the contest at a local health club. The winning teams will receive a total of \$18,000 in cash prizes (\$10,000

for first place, \$5,000 for second, and \$3,000 for third). In addition, participants qualify for \$100 cash if they start with a Body Mass Index (BMI) above 30 and achieve a BMI below 25 after one-year. In addition to those participating at an individual level, large employers will also join in "The Chicago Matchup" in a "Company vs. Company" division where they compete against other organizations throughout the Chicagoland area in an attempt to have their employees lose the most weight - and win the \$25,000 grand prize. Participating local companies include the Archdiocese of Chicago, Mesirow Financial, and Schneider Electric.

"Participants in previous financial compensation-based HealthyWage team contests have lost on average 5 percent of their body weight," Roddenberry concludes. "While our company pays all Chicagoland residents \$100 to lose weight as a standard part of our program, we've found that the free \$100 cash incentive is more effective at motivating weight loss when coupled with a

contest to build excitement and peer support in working toward weight-loss goals."

Those interested in learning more and registering for "The Chicago Matchup" may do so online at www.HealthyWage.com/chicago-matchup.

About HealthyWage™

Health and wellness purveyor HealthyWage provides cash incentives, social and expert-based support, tools and resources, and goal-setting and tracking technologies to address our nation's obesity epidemic and improve America's collective health. The company was founded in response to academic research that proves even small cash rewards triple the effectiveness of weight-loss programs; that people are more effective at losing weight when their own money is at risk; and that social networks play a large role in the spread of obesity, and will likely play a large role in reversing obesity. Learn more online at www.HealthyWage.com.