

Weight loss could be cash gain

By Jack Kelly
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You know you should lose some weight, but you haven't been motivated enough to get started. So here's some more incentive: If you shed those pounds over the next three months, you could win a lot of money.

Urban Active fitness clubs has teamed with HealthyWage.com, a firm that designs weight loss challenges, to offer cash prizes to the teams of five people who lose the most weight between March 23 and June 15. The top team overall will win \$10,000. Second prize is \$5,000. Third prize is \$3,000. There'll also be weekly contests to win additional prizes.

A 2008 study published in the Journal of the American Medical Association indicated a financial incentive spurs weight

loss. Of 57 overweight and obese people in the study, those who received a financial incentive lost an average of 13 pounds over 16 weeks. Those who didn't lost an average of just 4 pounds.

There is a \$60 registration fee for each team member. (Urban Active and HealthyWage.Com are for-profit companies.) You'll be competing against teams from each of Urban Active's 36 locations.

To enter, the first step is to register at www.healthywage.com/clients/urbanactive.com. Then visit the Urban Active club at 19 Bakery Square Way, East Liberty, no later than Friday to weigh in.

Urban Active and HealthyWage.com don't want you doing anything silly or dangerous to win, so the rules limit total weight loss to 16.7 percent of your weight at the weigh-in, and they forbid you to lose more than 1.5 percent of your body weight a week.

Information: www.urbanactive.com, or 412-204-0055.

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