

FITCAMP 2012 12-WEEK 12% **GET FIT** FITNESS CHALLENGE

CHALLENGE BRIAN AND YOU COULD WIN A FREE MONTH OF FITCAMP

Beginning Monday, October 1st, you will embark on a 12-week fitness journey to challenge Brian and reach a goal of losing either 12% of your body weight or drop 12% points of your body fat by Friday, December 21st. If you reach your goal and Brian does not, you will receive one FREE month of FitCamp. It's that simple! But... if Brian **DOES** reach his goal of either a 12% drop in body weight or 12% drop in body fat %, you will receive a \$10 gift card from Kona Grill if you reach either of your goals.

RULES

Weigh In

You will weigh in on the FitCamp scales (clothes and shoes will be worn) and that will be your starting weight. You will also complete a body fat analysis using the FitCamp body fat analyzer; this will be your starting body fat %. Weigh In will be conducted on Monday, October 1st or Tuesday, October 2nd, prior to or after a FitCamp session.

Attendance

You will be required to attend at an average of three (3) FitCamp sessions per week or a total of 36 sessions over the 12-week contest period. We will count only one workout per day. Extra daily workouts will not count towards the 36 sessions, but can help in reaching your goals. You can also attend BlastCamp, Turbo Kick or Kettlebell training sessions at a discounted rate for extra calorie burn – just work within your limits and ability to avoid injury.

Weight Loss

Over the course of 12 weeks, you will work towards the goal of losing 12% of your body weight. That's 1%/week. For example, if you weigh in at 200 lbs, your weight loss goal is 24 lbs, or 2 lbs/week. Keep in mind that it is much easier for a person who weighs more, to lose more. A person who weighs in at 130 lbs. would have a goal of 15 lbs, or 1.25 lbs/week.

Body Fat % Loss

Some people may not be able to lose 12% of their body weight, but they may be able to change their body composition as fat is burned and muscle is added. A person who has a starting body fat percentage of 36% would need to reduce their body fat % to 24%. Keep in mind that it will take a lot of discipline (both exercise and nutrition) to drop 1% point of body fat per week – but it can be done... and safely.

Weigh Out

Weigh Out will be conducted Thursday December 20th or Friday December 21st, before or after a FitCamp session. You will be weighed on the FitCamp scale. Your final body fat percentage will be measured on the body fat analyzer. You should wear the same clothes and shoes that you wore during Weigh-In.

Winners

All participants are competing against Brian Koning, FitNow owner and FitCamp Instructor. If Brian does not reach either goal of losing 12% of his body weight or 12% body fat, participants that reach either of their goals will receive one free month of FitCamp. If Brian does reach one of the two goals, then participants who reach either of their two goals will receive a \$10 Kona Grill gift card. If participants do not reach either goal, no prizes will be awarded to that individual. All results will be based on official weigh-in and weigh-out and all results are final.