

PRESS RELEASE:

Jan. 4, 2010

On-Call Media Number: (828) 674-2358

Lighten Up 4 Life Begins Again With a New Challenge

(Hendersonville, N.C.) Are you ready to weigh less and help your community?

With the new [Lighten Up 4 Life](#) - Pound for Pound challenge, your efforts to get healthier can actually help provide food to local families who are struggling to feed themselves and their children. For each pound that you pledge to lose through Lighten Up 4 Life, General Mills and other partners will donate 14 cents per pound to the feeding of America. This will aid [MANNA Food Bank](#) in helping our local food agencies in Henderson County.

Lighten Up 4 Life (LU4L), the community weight loss challenge, has empowered thousands of people in Western North Carolina to lose more than 34,000 pounds. In addition to weight loss, the program focuses on key health factors such as blood pressure, cholesterol, glucose and body-mass index. The program reinforces how maintaining a healthy body weight can improve your health and reduce risk factors for chronic disease.

LU4L consists of three 16-week trimesters/competitions each year (beginning Sept. 1, Jan. 4 and May 3). Teams can join anytime throughout the year. At the end of each 16-week session, the team with the greatest percentage of weight loss will win



prizes. Grand prizes will be awarded to the top teams who have lost the greatest percentage of weight for the entire year (Sept. 2009 through Aug. 2010). Registrations for the new trimester will be accepted starting Jan. 4.

“When you lose weight, our community wins,” according to Tim Auwarter, director of Pardee Rehab and Wellness and local coordinator for LU4L.

“This is a real commitment to Henderson County. We need to address the problem of obesity and the Lighten Up 4 Life program can really make a difference. We encourage everyone to participate and pledge their weight loss at the Pound for Pound Challenge. Every pound pledged will help to feed our community,” adds Auwarter.

To sign up for this year’s LU4L and help feed others through your weight loss, go to www.lightenup4life.com/pardee and fill out the registration form online. Then pledge your weight loss at www.pfpchallenge.com.

For more information on LU4L, the Pound for Pound program, or to register a team, contact Pardee representative Jill Geis at 828-692-7754.

Pardee Hospital is a not-for-profit community hospital founded in 1953. The main hospital is licensed for 222 acute care beds and is the second largest employer in [Henderson County](#). The hospital has several locations separate from the main campus, including an adult day services center, a health education center in the Blue Ridge Mall,





Margaret R. Pardee Memorial Hospital
800 North Justice Street, Hendersonville, NC 28791

www.pardeehospital.org

home care services, a rehab and wellness center, a midwifery program, various family and internal medicine practices, and an urgent care facility. For more information or to find a physician, call 1-866-790-WELL (9355) or visit www.pardeehospital.org.

#

