

WINTER

MELTDOWN

CHALLENGE

Invest in your future, today

Melt away those extra inches in this 12 week life-changing challenge.

Beginning February 1, 2012, our nutrition consultants will give you the knowledge you need to make healthy choices and change your lifestyle while our personal training team shows you workouts designed for your needs and body type all while utilizing a wide variety of our fitness services.

Stay motivated while working with our team of professionals to help you reach your fitness goals.

\$325

INCLUDES

- 4 Hours with a Personal Trainer
- 4 Group Workouts
- 2 Fitness Appraisals
- 2 Body Composition Tests
- 3 Hours of Group Nutrition Seminars
- USB Braclet to track cardio progress

PRIZES

- 1 Year Adult Membership
- 5 Hours of Personal Training
- Monthly Adult Passes
- Family 10 x Passes
- ...and more!

REGISTER

- 1** Review the official Rules and Regulations at www.airdrie.ca or request a printed copy from Customer Service.
- 2** Register in person at Customer Service or by phone at 403.948.8804 ext. 5550 between December 5, 2011 and February 1, 2012.
- 3** Pick up a participant package at the Weight Room desk and return prior to February 1, 2012.

GENESIS
place
Be fit. Be well. Begin.

If you have any questions, contact Genesis Place Fitness Department at 403.948.8804 ext. 5518

Limited space available!

WINTER MELTDOWN CHALLENGE 2012

2012 Official Rules and Regulations

Genesis Place
800 East Lake Blvd NE
Airdrie, AB

Summary

The Winter Meltdown Challenge is a 12 week program that encourages overall healthy living. This program includes individuals taking part in fitness assessments, nutrition sessions, personal training and group workouts. An assessment is completed pre and post 12 week challenge and prizes are awarded based on improvements in many categories. This is a program that promotes healthy lifestyles through proper nutrition habits and including physical activity in daily life. This program gives individuals the skills they need to attain and maintain a healthy lifestyle.

Registration

To be eligible to take part in the Winter Meltdown Challenge, you must complete the registration package and register via phone, internet or in person beginning Wednesday, December 7th, 2011 until Wednesday, February 1st, 2012. Once you have registered for the competition you will NEED to pick up a competition packages at the weight room/CSR desk (Second level Fitness Center) and it will be available until the day of the orientation (Wednesday, February 1st, 2012). All registration packages will need to be completed and returned to the Fitness Department at Genesis Place. Participants will have the opportunity to meet all staff involved in the challenge during the orientation and will be able to schedule their initial fitness appraisal. Please note that fitness appraisals must be completed between February 2nd –February 10th, 2012.

The 12 week challenge will begin the first day **after** your initial appraisal. Following the 12 week period, fitness appraisals will be repeated and individual values will be used to determine the overall and category winners. The winner will be determined by the improvement in all areas of the fitness appraisal. Points will be awarded in each category to calculate a total score. The final fitness appraisal should be completed between April 26th- and May 6th, 2012.

The challenge is open to all individuals 16 years and older (individuals under 18 years of age must have parental consent). Genesis Place and City of Airdrie employees are eligible for the competition and will not receive a discount to compete in the challenge.

Use of any weight loss or strength-enhancing medications by participants during the 12 week period is strictly prohibited. Participants must sign a form stating their compliance with this rule. Participants using blood pressure medications will not receive points for blood pressure changes.

Participants will be required to complete and return the Winter Meltdown Package prior to the initial fitness appraisal. Some participants may be required to have a doctor's approval prior to beginning the initial fitness appraisal.

Winter Meltdown Challenge 2012 INCLUDES:

- 2 Fitness Appraisals
- 2 Body Compositions
- 3 Hours of Group Nutrition Seminars
- 4 Hours of Personal Training with one of our Certified Personal Trainers
- 4 Group Workout Sessions
- USB Bracelet to track cardio progress

Passholder Price \$325 (Price does not include a membership to Genesis Place)

Purchase of extra personal training sessions and nutrition services is permitted to help you succeed throughout the 12 week competition.

Orientation for the 2011 Winter Meltdown Challenge will be held from **7:30-9:00 PM on Wednesday, February 1st in the Genesis Place Rotary Room**. This session will include discussion of rules and regulations, nutrition bookings and personal training bookings as well as provide participants the opportunity to sign up for these and the initial group fitness assessments. Attendance at the orientation is not mandatory but is encouraged as if you do not to attend, you will not be able to book your nutrition and personal training services until the following day, February 2nd.

Prizes will be officially announced in May 2012. The individual with the greatest total points will be the overall winner. Prizes will also be awarded to a runner up and five other categories of fitness improvement. Prizes are not transferable; and there will be no substitutions. The winners will receive personal recognition announcing their achievement. The overall winner will be required to sign a personal information release form if they would like their results released to the public for any media coverage.

Categories/Prizes

1) Overall Winner- Grand Prize - Annual Adult Membership will be awarded

2) 2nd Place-

Secondary Winners

- 3) Most Improved Flexibility
- 4) Most Improved Grip Strength
- 5) Most Improved Push-Ups (#)
- 6) Most Improved Blood Pressure
- 7) Most Improved Sit-ups (#)
- 8) Most Minutes logged on Virtual Trainer

The overall winner will not be eligible to win any of the category prizes.

Collection of Personal Information

Participants will be required to sign a consent and release form which states that the collection of personal information is done under the authority of Section 32 (c) of the Freedom of Information and Protection of Privacy Act. Personal information will be used for the purpose of the Challenge only. If Genesis Place requires the use of any information for media purposes, participants will be contacted directly for consent.

Judging/Regulations

Genesis Place and the City of Airdrie reserve the right to interpret these rules and, if necessary, to amend these rules at its sole discretion without notice to individual competitors. Rule interpretations and all judging decisions will be made by the planning committee and all judging decisions are final.

Thank you for your interest in the Winter Meltdown Challenge. Any questions can be directed to Rachelle Haight- Wellness and Leisure Programmer 403-948-8804 Ext.5518

Registration for the competition can be completed by drop-in, by calling Genesis Place Customer Service 403-948-8804 or via internet www.airdrie.ca starting Dec 7th, 2011.

