

FOR IMMEDIATE RELEASE

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www.aHealthyLifestyleWorks.com/contest

**New You 2010 Healthy Lifestyle Contest for Greater Newburyport
Puts the Emphasis on Long-Term Health, Fitness & Weight Loss Success**

**Seeking Eight Contestants from Greater Newburyport Area
Who Will Share Weekly Experience on Public Blog**

Newburyport, MA – January 6, 2010 – Feel Your Personal Best announces the New You 2010 Healthy Lifestyle Contest. The host, Alice Greene, America's Healthy Lifestyle Coach and author of *Inspired to Feel Good*, based in Newburyport, MA, is looking for eight Greater Newburyport-area contestants to participate in a healthy lifestyle makeover contest lasting for one year and maintained a second year, starting Monday January 25, 2010.

The New You 2010 contest will award three winners at the end of each quarter in 2010 (3/31/10, 6/30/10, 9/30/10 and 12/31/2010) and again one year later on 12/31/2011 for greatest improvement in health levels, fitness levels and healthy lifestyle changes. Each of the three quarterly winners will receive two prizes, good for three months from participating prize sponsors, that will support their goals. The six prize sponsors of the contest are: in home cooking (personal chef services), Gentry's Consignment Boutique (affordable top fashions), Grateful Spirit Massage (wellness bodywork services), Spa Paradiso and Salon (wellbeing spa services), Carry Out Cafe (healthy meals to go) and the YWCA of Greater Newburyport (optimal wellness services membership). The fitness monitor is trainer Heidi Thompson of HEAT Training, the health monitor is a physician to be determined, and the before and after photographer is Meg Manion Silliker of bluelime Photography.

"This contest," says Alice Greene, "is not a weight loss challenge, but instead a challenge to adopt a healthy diet, stick with a healthy fitness routine and change healthy lifestyle behaviors that improve health and fitness levels, which lead to healthy weight loss that is sustainable. When people focus on weight loss, they don't lose the weight safely or in a way they can maintain it for the long-term. The secret to becoming a long-term health, fitness and weight loss success

is to focus on making healthy and fit choices that feel so good and satisfying you want to stick with them and are inspired to see what more you can do, and then the weight takes care of itself.”

Alice Greene will coach contestants in how to create and maintain a healthy diet, healthy fitness and healthy weight loss by changing their mindset about and their relationship with food, fitness and self care. She will also teach them how to make healthy lifestyle choices, how to overcome challenges and ways to stay motivated long-term. The contest program will be based on the healthy lifestyle coaching techniques and methods outlined in her latest book, *Inspired to Feel Good*.

For those not selected as the final contestants or for those in the community who are interested, they are welcome to participate on their own by following the blog, reading the book, forming their own support groups and joining in a weekly open coaching call with Alice. Details on how to track the contestants on the official contest blog and how to participate on one's own will be provided on the contest site www.aHealthyLifestyleWorks.com/contest the week of January 25th.

The selection of contestants will be based on their readiness and motivation to make healthy lifestyle changes. Contestants must be able to commit to weekly sessions for the entire year, to share their experience each week on a public blog accessible by the community and to have a sincere desire to improve their health and fitness levels.

Contestant application forms are available at www.aHealthyLifestyleWorks.com/contest along with more details about the contest. Application forms must be received by midnight Friday, January 15th, 2010. The eight selected contestants will be announced on the website on Monday, January 25th, 2010. The contest starts the week of January 25th, 2010.

About Alice Greene

Alice Greene is the author of *Inspired to Feel Good: Making healthy and fit choices so rewarding and liberating you never want to stop* as well as the co-author of *Living Free with Type 2 Diabetes* and *Wake Up Women: Be Happy, Healthy and Wealthy*. She is also the former talk show co-host of *Living Your Personal Best*, which featured weekly healthy lifestyle success stories.

Greene's own experience becoming a success story, coupled with her expertise in emotional eating and exercise resistance along with training in exercise physiology, nutrition, intuitive eating, fitness coaching, wellness coaching and lifestyle fitness coaching, led her to develop a unique and highly successful approach to healthy lifestyle coaching. She founded *Feel Your Personal Best* in 2003 and has compassionately coached hundreds of people in making successful lifestyle changes using her non-judgmental, self-honoring and confidence-building methods.