

# Time for a new you



BRYAN EATON/Staff Photo

Newburyport lifestyles coach Alice Greene is launching a contest that she hopes will get the community to join eight contestants in making over their lives.

## Contest challenges community to embrace a healthy lifestyle

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**L**ooking for a quick-fix fitness program or a way to shed those extra pounds fast?

Then don't bother getting to know Alice Greene.

The Newburyport lifestyles coach who transformed herself several years ago wants to help the community do the same. But it's going to take some time.

Greene, the founder of *Feel Your Personal Best*, is launching the *New You 2010*

**Healthy Lifestyle Contest** — a two-year program open to adults of all shapes, sizes and ages committed to making over their lives.

The main contest will involve eight participants from Greater Newburyport who Greene will be selecting this month through an application process. The contestants will vie for quarterly prizes from local sponsors in the first year, with a final prize at the end of the maintenance-focused second year.

But through blogs, support groups and a weekly teleconference, she hopes to involve a larger community on her journey to long-term success.

"If you can help a community get more inspired to be healthy and fit, it helps us all," said Greene, who calls herself America's healthy life-style coach.



Courtesy photo

Alice Greene will use the principles and methods outlined in her latest book, "Inspired to Feel Good," to guide contestants in her *New You 2010 Healthy Lifestyle Contest*.

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Greene, 52, knows firsthand that creating and maintaining a healthy lifestyle isn't easy. It was only about eight years ago when, faced with numerous health issues and weight struggles, she resolved to create a healthy lifestyle. She has said it took two years of "baby steps" to not only lose the weight and keep it off, but to change her ways. She has since left behind her career as president of a high-tech analyst firm to become a professional coach, author and trainer, helping others experience the same transformation that she has enjoyed.

Now, her goal is to guide contestants and anyone else who wants to follow along make healthy and fit choices that feel good and empowering by changing how they think about and relate to food and fitness.

"I'm compassionate for those who have struggled. I dieted most of my life. I didn't exercise most of my life. I have a history of yo-yo dieting, yo-yo exercising, self-esteem challenges," she said. "I have an understanding of what it takes to overcome and succeed."

Greene expects it will take participants the first few months of the contest to change their mind-set. By the end of the first year, she anticipates they will have their new lifestyle fully in motion. It will be another year, she said, before what they learned is so fully integrated as part of their lives that they won't want to go back to their old behaviors.

"I hope out of this people really learn about finding ways to eat healthier that are satisfying and they can live with long-term, that they learn to make healthy choices that are easy to stick with, and to choose activities that indeed provide exercise, but that are so fun they look forward to them," she said.

The Healthy Lifestyle Contest program will be based on the coaching techniques and non-judgmental, confidence-building methods in Greene's latest book, "Inspired to Feel Good."

Contestants, who have until Jan. 15 to apply, will be selected based on their readiness and motivation to improve their

health and fitness levels. While there is no charge to participate, contestants must commit to a year of weekly sessions with Greene, before-and-after photographs and to share their experience and progress weekly on a public blog.

"I'm looking for candidates who are very committed to this for themselves," she said. "Not everybody is ready to move from the quick fix, rapid weight loss, 'Biggest Loser' mentality to something that takes a longer amount of time."

She stresses that the contest is not a weight-loss challenge or a boot camp involving extreme fitness activities or radical dietary changes. With the assistance of a physician and fitness trainer, Greene will work with each contestant to set individual weekly goals. The winners each quarter will be based on personal improvements in health, fitness and lifestyle changes.

Greene is partnering with Heidi Thompson of Heat Training in Amesbury, who will serve as fitness monitor, and is lining up a local physician to serve as health monitor. Prize sponsors include Spa Paradiso and Salon, Gentry's Consignment Boutique, Carry Out Cafe, the YWCA of Newburyport, In Home Cooking and Grateful Spirit Massage, all in Greater Newburyport. Meg Manion Stilliker of BlueLime Photography will do the contestants' photos shoots. The Healthy Lifestyle team and all of the sponsors are donating their time and services to the contest.

Greene said working one-on-one with people as a coach doesn't allow her to help as many people as she would like. She feels this contest will allow her to reach a larger audience.

"It would be such a cool thing if I'm able to have an impact on the Greater Newburyport area, where lots of people discovered how great it feels to have a healthy, active lifestyle," she said. "I guess that's what's in it for me. If I can have that impact, I've done something for myself."

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*To learn more about the New You 2010 Healthy Lifestyle Contest or get an application form, visit [www.aHealthyLifestyle-Works.com/contest](http://www.aHealthyLifestyle-Works.com/contest), or call Alice Greene at 978-465-3555.*