

FOR IMMEDIATE RELEASE

Alice Greene
America's Healthy Lifestyle Coach
6 Broad Street
Newburyport, MA 01950
978-465-3555 (Phone) 978-462-1349 (FAX)
www.aHealthyLifestyleWorks.com



**New You 2010 Healthy Lifestyle Contest
3 Winners in Health, Fitness & Healthy Lifestyle Changes**

Newburyport, MA – April 8, 2010 – Alice Greene of Feel Your Personal Best and coach of the New You 2010 Healthy Lifestyle Contest announces three contest winners for most improvement in health, fitness and healthy lifestyle behavior changes.

Eight contestants began the year sedentary and struggling to make healthy food choices or eat with control. Most were dealing with low energy, poor stamina, fatigue, breathlessness and little strength. Three months later, all of the contestants are easily managing portions, making healthy balanced food choices and exercising regularly.

None of the contestants have been told what to eat, how much to exercise or been given a specific diet or fitness program. Instead they have been given guidance on how to eat according to their hunger levels, notice how foods affect how they feel, pick healthy and satisfying food choices, address sabotaging behaviors, set achievable exercise goals and safely progress their fitness levels. “Instead of emphasizing compliance to rigid rules”, says Greene, “the program encourages a change in mindset that leads to self-motivation and confidence to willingly make positive and long-lasting changes on their own that feel so good they want to do even more for themselves. And that is just what is happening. In just a few months they have made major healthy lifestyle changes and finding it isn't that hard to stick with as they had thought.”

The winners for this first period are:

- Cheryl Morris (Newburyport) – Greatest Improvement in Fitness
- Tim Lamprey (Byfield) – Greatest Improvement in Health
- Debbie Tateosian (Groveland) – Greatest Improvement in Healthy Lifestyle Behaviors

The quarterly awards are provided by the Contest sponsors. The award for Fitness Improvement includes a 3-month wellness membership at the YWCA and a \$75 gift certificate to Gentry's Consignment Boutique(affordable top fashions). The Improvement in Health award has a \$75 gift

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certificate from both Grateful Spirit Massage (wellness bodywork services) and in home cooking (personal chef services). And the award for Healthy Lifestyle Behavior changes includes a \$75 gift certificate from Spa Paradiso & Salon (wellbeing spa services) as well as Carry Out Cafe (healthy meals to go).

The contestants share their successes and comments each week on the Newburyport Today blog for the community to follow and join in, which is accessible through the contest website at www.aHealthyLifestyleWorks.com/contest.

Because of the success of the program, the contest is being further expanded to support more people in the community. Three more New You 2010 Healthy Lifestyle Success groups are starting the week of April 19th. They are limited to eight people and will also last two years. More details are at www.aHealthyLifestyleWorks.com/new-you-groups.

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.
