

**FOR IMMEDIATE RELEASE**

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**Community Contest Boosts Health & Fitness Levels  
3 Winners in Health, Fitness & Healthy Lifestyle Results**

Newburyport, MA – July 14, 2010 – Alice Greene, president of Feel Your Personal Best and coach of the New You 2010 Healthy Lifestyle Contest announces second quarter contest winners for most improvement in health, fitness and healthy lifestyle behavior changes.

Six months ago eight out-of-shape contestants were selected to change their lifestyles and bodies.

- They struggled to do a three-minute step test, walk a mile, or perform many wall push ups.
- They had low energy, poor stamina, fatigue and got out of breath doing minimal exertion.
- Many were at risk for heart disease and diabetes.
- They also had trouble with healthy food choices, portion control and food control.

Today, all of the contestants have made significant improvements in their fitness abilities, health levels and healthy choices that work in their real lives. Most were surprised by the extent of their improvements, since they started off making very small health and fitness changes instead of pushing themselves to meet more traditional diet and exercise goals. Now they have eased into making considerable changes and been able to easily maintain their healthy eating, regular exercise and healthy lifestyle choices.

“This contest”, says Greene, “is based on a healthy diet and fitness program that allows each individual to make their own choices, set their own goals and pace, and determine what foods, activities and lifestyle changes feel best to them. They are given healthy food and fitness guidelines and then encouraged to do what feels good, not to be good.” While this is not a weight loss contest, the contestants are experiencing a sustainable reduction of weight and inches as an extension of their new healthy living behaviors.

The success of this approach is evident in the quarterly health and fitness measurements taken by independent contest monitors Dr George Papanicolaou and his staff at Cornerstone Family Practice in Rowley, MA, and personal trainers Heidi Thompson and Lauren Rittenberg at HEAT Training in Amesbury, MA.

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The winners for this second quarter of the contest are:

- Maureen Willey (Salisbury) – Greatest Improvement in Fitness
  - 25% improvement in fitness measurements
- Debbie Tateosian (Groveland) – Greatest Improvement in Health
  - 15% improvement in health measurements
- Sharon Clark (Amesbury) – Greatest Improvement in Healthy Lifestyle Behaviors
  - Significant improvements in healthy eating, sleep, activity level and self care

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 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](http://www.aHealthyLifestyleWorks.com/contest).

### **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.

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