

NEWS RELEASE

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Mayor Puts Morristown on a Diet with Dr. Ian Smith's 50 Million Pound Challenge Morristown Mayor rallies residents to join the fight against obesity of September 12 for the first Challenge Walk Off

Get ready, Lakeway Area. Our nation's biggest challenge is coming to you! Mayor Sami Barile is charging area residents to join Dr. Ian Smith and The 50 Million Pound Challenge in the fight against obesity – the number one health issue facing Americans and a critical issue among local residents. On September 12, Morristown will take a step in the right direction and unite with more than sixteen cities across the country for the Challenge Walk Off event.

More than one million U. S. citizens have already joined The 50 Million Pound Challenge – a free national health initiative encouraging people to come together and take control of their health by getting fit. To date, The Challenge includes more than 37,000 teams from across the country.

“We are very honored that Morristown has been selected as one of the few cities across the nation to participate in the Challenge Walk Off,” said Mayor Sami Barile. “I have a dream of helping our residents get healthier and fitter. Through the 50 Million Pound Challenge, they can learn about healthier eating habits as well as fitness tips. Our real goal is for our residents to avoid the diseases caused by overweight and obesity. The Challenge Walk Off is a great starting point on that journey.”

Dr. Ian Smith, founder and creator of The 50 Million Pound Challenge and *New York Times* bestselling author of *The 4 Day Diet*, said “I applaud Mayor Barile and the city of Morristown for their leadership in this important cause. We are thrilled to bring The Challenge Walk Off to Morristown on September 12 and ask Morristown to join us as an important first step to becoming more focused on their personal physical well-being.”

The Challenge Walk-Off will be held at Fred Miller Park on Saturday, September 12, with registration beginning at 9:00 a.m. The walk itself will begin at 10:00. Walkers will loop the trail at Fred Miller Park, then set off along the Turkey Creek Greenway to Civic Park. They will loop the trail at Civic Park and return to Fred Miller via the greenway. The route is 1.6 miles long. Participants will have the opportunity to win a variety of prizes. The first 500 who register will receive a 50 Million Pound Challenge tee shirt; shirts sizes will be given on a first come-first served basis.

To join Morristown’s Challenge team, “Morristown in Motion”, and connect with fellow Challenge members, visit <http://www.50millionpounds>, click on “Teams” and Search for Morristown in Motion. Information will also be on the City’s website, www.mymorristown.com.

The 50 Million Pound Challenge is a strong, growing community of more than one million people. Anyone can join The Challenge at 50millionpounds.com, the campaign’s online support community and begin their journey to lose weight and create a healthier life. The site tallies total pounds lost and offers participants free resources including a 30-day meal plan,

online journal, personal weight and activity trackers, and Challenge teams to make fitness easier and more fun. Currently, more than 37,000 Challenge teams – that anyone can join or start on their own – are helping participants lose 23 percent more weight than the overall campaign average. It's a winning formula – and cities, churches, civic groups, friends and families across America are teaming up to help reverse the epidemic of obesity and turn it into a culture of healthier living. The 50 Million Pound challenge is sponsored by State Farm®