

Change your choices.  
Change your life.



# 100 DAY CHALLENGE

January 16 - April 24

## What is Live Healthy California?

*Live Healthy California is a team-based program designed to help you and your teammates make positive changes that lead to a healthier lifestyle – through increased physical activity and improved nutrition.*

## How does Live Healthy California work?

*With an online tool at its heart (www.livehealthycalifornia.org) Live Healthy California makes it easy for friends, family members and businesses to form teams, encourage one another and track individual and group weight loss and minutes of activity.*

**The power, accessibility and efficiency of the Internet...  
combined with the spirit of teamwork...  
and small doses of competition...**

**make Live Healthy California a motivating, fun, easy and cost effective way to help citizens of California get healthier.**

For more information go to:

**livehealthycalifornia.org**

— where a healthy lifestyle finally clicks



All Live Healthy California participants will receive the following:

- Live Healthy California training T-shirt
- Access to accredited health resources powered by Fitness Magazine

[fitnessmagazine.com](http://fitnessmagazine.com)

- Personalized meal plans, customized workouts, community discussion board, video exercise demonstrations, music play list downloads, and calorie charts
- Weekly nutrition and physical activity tips
- Chances to win monthly incentives and prizes
- One year's FREE subscription to a health and wellness magazine (individual must log on to the personal dashboard to receive this offer)

- Fitness
- Ladies' Home Journal
- Diabetic Living
- Heart Healthy Living
- More
- Siempre Mujer
- Men's Journal



*"Hy-Vee is proud to be part of the Live Healthy program. We've found it to be one of the best tools we've ever had for addressing wellness within our company."*

~ Ric Jurgens

CEO & President - Hy-Vee, Inc.

Would your company or organization like to start their own Live Healthy program? Call us today at 1-619-223-2033 or email us at: [info@livehealthycalifornia.org](mailto:info@livehealthycalifornia.org) for details on the 100 Day Challenge!