



FOR IMMEDIATE RELEASE

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**Lose 10 lbs in 10 weeks? Too good to be true?
Southern Nevada Health District's 10 in 10 Challenge is the real deal**

LAS VEGAS – Ten pounds in 10 weeks . . . it's not impossible. The Southern Nevada Health District's online 10 in 10 Challenge program is a simple tool to help participants cut calories and increase daily caloric burn. The program kicks off Monday, Feb. 2 on the Get Healthy Clark County website, www.GetHealthyClarkCounty.org. The program will also be available in Spanish. For more information, log on to www.GetHealthyClarkCounty.org or contact the Office of Chronic Disease Prevention and Health Promotion, (702) 759-1270.

Participants sign up online and the program is free. Each week, they will receive an email with tips and suggestions about how to swap foods they eat regularly with healthier, less calorie dense choices as well as ways to increase their physical activity. Participants can track their progress online and set short- and long-term goals. In addition, they can post quotes or photos to help them stay motivated and achieve their goals. Participants can also share their ideas and thoughts or ask questions via the Get Health blog on the website.

"Losing weight can be daunting and discouraging. During the first quarter of the year, many people who have resolved to lose weight will abandon their program because they don't see results or they haven't set realistic goals for themselves," said Deborah Williams, manager of the office of chronic disease prevention and health promotion. "The 10 in 10 Challenge is a realistic and simple program where participants can see real results after making reasonable and small adjustments to their diet and fitness routines."