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Don't Let Holiday Weight Gain Weigh You Down
Eat Smart, Move More offers free Holiday Challenge

RALEIGH –Many North Carolinians gain between one and five pounds every holiday season. It may not sound like much, but most people who gain weight during the holidays never manage to return to their pre-holiday weight. The statewide Eat Smart, Move More North Carolina movement is offering a free resource to help you keep weight gain at bay this holiday season.

North Carolinians are invited to join the sixth annual *Eat Smart, Move More...Maintain, don't gain! Holiday Challenge*. Rather than focusing on trying to lose weight, this free six-week challenge provides participants with tips, tricks and ideas to help maintain your weight throughout the holiday season.

On-line sign-up is open at www.MyEatSmartMoveMore.com. Only an email address is needed to join. All participant information is kept confidential.

The challenge started Nov. 21 and will run through Dec. 31. Each week, participants will receive free weekly emailed newsletters with tips to manage holiday stress, ideas for fitting physical activity in during the busy season, and resources for cooking quick and easy meals when time is in short supply. A calorie counter, food log and activity log are also available for free download to help track your progress.

In 2010, more than 4,900 people from 99 North Carolina counties and 40 other states took part in the challenge. At the end of the program, 80 percent reported maintaining their weight.

The *Eat Smart, Move More...Maintain, don't gain! Holiday Challenge* is a part of the Eat Smart, Move More North Carolina movement to increase healthy eating and physical activity opportunities wherever North Carolinians live, learn, earn, play and pray. Find out more at www.EatSmartMoveMoreNC.com.

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Location: 101 Blair Drive • Adams Building • Raleigh, N.C. 27603

www.ncdhhs.gov

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