

BE A LOSER: SEASON 7

February 6 - June 28

Look for registration info
at an AFF location
near you or contact a
Fitness Director (listed inside).



Winning individuals at each
location will receive (3) months of
free membership &
Personal Training discounts.
The overall Biggest Loser
receives a \$1,200 cash prize!



THE LOSERS ARE BACK!



LOSER

SEASON SEVEN
Feb. 6 - June 28

DO YOU HAVE WHAT IT
TAKES TO BE THE BIGGEST LOSER?
FIND OUT IN SEASON 7 OF
OUR 21-WEEK COMPETITION.
YOU COULD WIN
\$1,200 CASH IF YOU DO!



WANT TO TRANSFORM YOUR BODY, YOUR HEALTH & ULTIMATELY YOUR LIFE? 'BE A LOSER: SEASON 7' COULD BE JUST THE TICKET FOR YOU!

REGISTRATION DEADLINE: JANUARY 24TH, 2012

Our 'Be A Loser' program is a 21-week challenge where 90 participants compete to see who can

make the biggest changes in their weight. Two teams of five participants at each location will meet three times each week with a certified BAL personal trainer.

Teams will also meet outside of the gym to learn how to incorporate healthy habits into everyday life.

Also included are one private and one group nutritional counselling sessions with a registered dietitian:

Victoria Tate, R.D.

804-364-1200;

vfinka@amfamfit.com

Individual winners from each location will be determined, as well as an overall Be A

Heather Dietz
2011 Overall Winner,
Lost 41.5 lbs. /
20.96% body fat

Loser champion. Winners determined by the largest percent weight loss at the end of the 21 weeks. Other assessments used to track progress include:

- Body fat percentage
- Circumference measurements
- Mobility & stability
- Blood pressure
- Target heart rate

'Be A Loser 7' is a paid participation program. Not everyone is eligible. 'Be A Loser 7' is designed to educate and motivate our members who are looking to make dramatic changes in their health and wellness. Information sessions will be held to help determine whether this program is right for you.

EACH PARTICIPANT RECEIVES & COMMITS TO:

- Exercising 3x/week with team led by BAL trainer
- 1 hour private session with Registered Dietitian
- 1 hour grocery tour with team and RD
- Weigh-ins every 4-weeks

SEE CLUBS FOR MORE INFO OR CONTACT:

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