

WHAT IS THE TRANSFORMATION CHALLENGE?

The Transformation Challenge is an eight-week program for teams of four, designed to motivate and encourage members to not only achieve weight loss, but experience new and enjoyable ways of living a healthy lifestyle. By utilizing a team-based competition we hope to increase accountability and adherence of all participants to a comprehensive fitness program.

Participants will be assessed in body composition and bodyweight. This means that simply losing weight won't win this challenge, you'll need to incorporate a balanced exercise and nutrition plan. You will have eight weeks to improve your numbers with the assistance of discounted personal training, small group training, periodic health & wellness lectures, and the support of your teammates.

Teams of four can be member-created, or participants without a team will be assigned a team based on similar exercise schedules.

The Transformation Challenge runs from January 10th - March 5th. The challenge will be preceded by a week of pre-competition assessments that will serve as the basis for judging individual and team improvements. These assessments will be offered January 3rd – January 9th.

Individual and Team Winners will be announced at the Transformation Challenge Awards Ceremony

Participants who complete the Challenge will be eligible to be reassessed eight weeks after the completion of the Challenge at the Challenge Check-in

All Liberty members ages 15 and up can participate. Entry will be limited to 150 participants.
Entry Fee: \$54

HOW DO I REGISTER?

Register for the Transformation Challenge through the Concierge or Front Desk.

If you would like more information, please contact R.J. Meske, Director of Fitness & Wellness.

Phone: 734.665.3738 ext. 29
Email: rj.meske@libertyathletic.net

The Challenge begins January 10!

WHAT DO I GET FOR MY \$54 REGISTRATION FEE?

Pre- and Post- Challenge Fitness Assessments

Discount Coupons

- All participants receive two 20% off fitness service coupons for private or group training.
- All finishers receive two 20% off fitness service coupons for private or group training.
- All participants receive a 25% discount on a 60 or 90 Minute Massage.

Events & Speakers

Three educational & motivational events will be conducted for Transformation Challenge participants.

- The first event will be Saturday, January 16th and will feature John Carbone, PhD, RD, who is an Assistant Professor in Dietetics & Human Nutrition from EMU's School of Health Sciences. Dr. Carbone will be conducting an informative and entertaining presentation on nutrition and health (time TBA).
- The second event will be held Saturday, January 30th and will feature Cathy Susan, PT, MS, CSCS, who is a practicing physical therapist and Liberty Athletic Club consultant. Cathy will be discussing posture, pain and strategies for addressing both.
- The third and final event will be announced at the beginning of the Transformation Challenge

Winners will be announced and prizes will be given at the Challenge Celebration on Wednesday March 16th.

Weekly Opportunity to Win Guest Passes

Based on your team's Effort Points.
Guest Pass Value up to \$18 Each

Optional Challenge Check-in

Participants who complete both the pre- and post-Challenge assessments will be eligible to have their body composition and body weight reassessed eight weeks after the completion of the Transformation Challenge. There will be awards and prizes for those who maintain and/or improve their post-Challenge assessment scores.

Prizes Awarded

1st, 2nd and 3rd Place Transformation Challenge Teams
1st, 2nd and 3rd Place Transformation Challenge Individuals
1st, 2nd and 3rd Place Challenge Check-in Individuals

FRIENDLY COMPETITION

Although all participants are encouraged to make their best effort to improve their assessment scores, this challenge is truly a team effort. The winning teams will be judged on the team's overall improvement, not by just one individual.

We will compute each team's percentage improvement, along with the effort they show, to determine an overall winner. This will allow individuals of all different fitness levels to compete, as each person is measured in terms of relative change.

To measure each team's effort, "effort points", are based on the self-reported achievement of various activity goals set by Liberty's personal trainers. Participants will be able to earn points for group exercise classes, cycling classes, personal training sessions, tennis and exercising in or out of the club on their own.

SCORING

Effort Points will count as half of your team's overall score. The other half of will be based on the comparison of pre and post assessment results. Throughout the Challenge, you will accumulate Effort Points for various forms of exercise and activities in which you are involved.

Watch the scoreboard! A scoreboard will be located on the fitness gazebo's bulletin board, providing a running total of each team's Effort Points. During the eight-week Challenge, the team with the greatest number of effort points each week will receive a complimentary club guest pass for each team member.

TEAM DYNAMICS

Teams of four can be member-created and may contain Liberty employees.

Scoring is directly related to the participation of all team members. Team members are not able to "make up" for other team members.

CHALLENGE DETAILS

Team Prizes

1st Place Team

\$1000 to Split Amongst Team Members

2nd Place Team

One Personal Training Session or Spa Service per Team Member

3rd Place Team

\$25 Liberty Gift Card per Team Member

Individual Prizes

1st Place Individual

A 60-Minute Massage or Personal Training Session

2nd Place Individual

\$50 Liberty Gift Card

3rd Place Individual

\$25 Liberty Gift Card

Challenge Check-In

1st Place Individual Check-in

A 60-Minute Massage or Personal Training Session

2nd Place Individual Check-in

\$50 Liberty Gift Card

3rd Place Individual Check-in

\$25 Liberty Gift Card

Assessments

All Participants will be assessed in Body Composition & Weight

Effort Points

Each week teams will start with a sheet of predetermined activity goals that will have a point value directly associated with the completion of each goal. These goals are designed by Liberty's personal training team and are intended to provide team's with a challenging, but balanced weekly health and fitness program. Examples of weekly goals include:

"Earn 1 point per team member, per day for completing 30 minutes of continuous aerobic activity."

"Earn 1 point per team member, per week that takes any class listed on the group fitness schedule."

"Earn 1 point per team member, per week that gets at least seven (7) hours of sleep, four (4) nights this week."

Revised November 17, 2015



2016 Transformation Challenge

- ✓ ONLY \$54
- ✓ Simple assessment format
- ✓ Earn points for completing weekly activity goals set by Liberty's personal trainers
- ✓ Winners and prizes will be handed out at the second annual Transformation Challenge Awards Ceremony
- ✓ \$1000 for 1st place and other great prizes!
- ✓ Eight week post-challenge check-in with winners and prizes

Registration

Opens Tuesday, December 1st

Closes Saturday, January 2nd



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