



Scale Back Alabama kicks off 2020 campaign

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The beginning of a new year is a perfect time to commit or re-commit to a healthier lifestyle. This year, Scale Back Alabama, the state's largest weight loss and physical activity challenge, will encourage participants to "See Healthier, Be Healthier," as they develop healthy habits and lose weight.

This year's challenge begins with weigh-in week, **January 20-26**. It's free, and participants must be at least 18 years of age and live or work in Alabama. At the end of the challenge, those who weigh-out during the week of **April 6-12** and succeed in losing at least 10 pounds have a chance to win cash prizes. Teams are comprised of two people (no more, no less).

It is easy to register a two-person team:

- Visit scalebackalabama.com/join
- (only one registration per team of two).
- If possible, print your registration confirmation page.
- Visit an official public weigh-in location during the week of January 20-26 (bring registration confirmation with you).
- **Important:** Search for public weigh-in sites at scalebackalabama.com/sites. *Weigh-in sites are still being added, so check back if there is not currently a weigh-in site in your county.*

Prizes

- Team prizes (if both team members lose 10 pounds) – Three teams are drawn to win \$1,000 per team member; three teams are drawn to win \$500 per team member; and three teams are drawn to win \$250 per team member.
- Individual prizes (if a team member loses 10 pounds, but his or her teammate does not) – 40 individuals are drawn to win \$100 each.
- The final event and cash prize drawing will be held April 21.

Facts about Scale Back Alabama:

- Inaugural contest started in January 2007
- Now in its 14th consecutive year
- Cumulative number of pounds lost statewide: 1.4 million
- Cumulative number of participants statewide: 353,434
- Why? Although our state has made some progress, Alabama is sixth in the nation in terms of adult obesity with a rate of 36.2 percent. A variety of health issues result from and are compounded by being overweight or obese. Scale Back Alabama seeks to empower Alabamians to live healthier lifestyles and reverse this trend.

Scale Back Alabama is a public awareness campaign hosted by the Alabama Hospital Association and the Alabama Department of Public Health, with generous support from Blue Cross Blue Shield of Alabama.