



12-WEEK

HAC Lifestyle Challenge

JANUARY 19 –
APRIL 12, 2025

RULES & INFORMATION

THE PRIZE WINNERS WILL BE SELECTED BASED ON THE FOLLOWING CRITERIA:

- % of Body Fat lost
- Must attend at least 8 of 12 weekly weigh-ins, two of which must be the first week and the last week.
- Must attend at least 80% of their sessions
- Must provide express permission to use before and after photos and results with at least first name for the Enhance Magazine, blog, social media, and other future marketing materials if the challenge is repeated.

To be considered for the top three prizes, contestants must agree to before and after pictures and participation in the Enhance magazine. For all other contestants, participation in the magazine or other marketing is optional, but before photos and weekly weigh-ins are required. No before or after photos or names will be used for any purpose without express permission.

EXAMPLE

Participant A –

Starting Stats:

200 lbs | 21% Body Fat

Ending Stats:

176 lbs | 19% Body Fat

Participant B –

Starting Stats:

160 lbs | 22% Body Fat

Ending Stats:

148 lbs | 18.5% Body Fat

Even though Participant A lost twice as much weight, Participant B lost nearly twice as much body fat, so Participant B is the winner in this scenario.

Why do we do it this way?

The more weight you have to lose, the easier it is to take it off in big numbers, so the best way to level the playing field is to judge by body fat percentage lost. Plus, to change that number in a meaningful way, you'll have to pay attention to all of the choices you're making for your health, thus making it a lifestyle challenge instead of a weight loss challenge.

REGISTRATION REQUIRED BY JANUARY 18, 2026

Weekly Weigh-Ins

Participants will choose one of the pre-selected weigh-in days and times available and stick to that choice for the duration of the challenge. The first and last weigh-ins are mandatory, but participants may miss up to four other weigh-ins and still be eligible for prizes.

Weekly Sessions

Participants must keep at least 80% of their personal training sessions, regardless of whether it's the trainer or participant who cancels the session.

Journal Logging and Surveys

Participants are strongly encouraged to keep the daily log of all activity and food. This will be helpful for you and your trainer to make sure you see maximum success during the challenge. It will also be very helpful when filling out the surveys during week six and week 12. Participants will also be asked to complete a questionnaire regarding current health and fitness habits during the first week.

Contact Maria Crennan at mcrennan@hachealthclub.com to get partnered with a personal trainer that best suits your needs.

