



Michigan Association of Health Plans

FOR IMMEDIATE RELEASE

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Contact: David Waymire

517-485-6600

Lansing Health Care Leaders Initiate “Waist-Management” Weight Loss Challenge *Effort to Benefit Greater Lansing Food Bank*

Lansing, Mich.— Michigan Association of Health Plans (MAHP) leadership and Lansing area health care professionals will “practice what they preach” this New Year by participating in a weight-loss challenge to benefit the Greater Lansing Food Bank (GLFB) and promote healthy lifestyles.

The 2009 Lansing Area Waist-Management Weight Loss Challenge will kick off Friday, Jan. 9 with a public weigh-in from 11 a.m. to 12:00 p.m. at the Department of Community Health offices in the Capitol View Building at 201 Townsend (first floor conference room B). “I am pleased by this competition and congratulate all participants whose actions demonstrate to the public the need to take personal responsibility in promoting health and wellness,” said Janet Olszewski, director of Michigan Department of Community Health who will be present for the kick-off weigh-in Friday.

The three-month challenge will close with a final weigh-in event on April 3rd where winners will be determined. The competition’s entrance fee and a “penalty” fee, for not achieving individual weight loss goals will be donated to the Greater Lansing Food Bank prior to its annual fundraiser April 14.

Healthcare leaders participating in Waist-Management competition include Richard Murdock, executive director of MAHP; Dennis Paradis, executive director of Michigan Osteopathic Association; Jeffrey Taylor, executive director, Michigan Public Health Institute and Robert Ortwein, President of Professional to Professional Career Counseling.

Murdock believes the challenge will demonstrate the commitment health care professionals have to healthy living.

"We are thrilled that our friends in health care have chosen the Greater Lansing Food Bank for this exciting challenge. Our struggling local economy means that the need for emergency food is greater than it has been in many years," said Peter Pratt, GLFB board member.

“We are promoting living healthy lifestyles to ultimately reduce health care costs by following the guidelines of recognized leaders in the field,” said Paradis. “Participants are encouraged to consult with their physician about a

diet plan that's right for them. Doctors' recommendations supersede challenge guidelines," he said.

Each participant is outfitted with a food journal, sample calorie plans, weekly e-mails with tips and tricks and are expected to report for bi-weekly weigh-ins.

For more information about the 2009 Lansing Area Waist-Management Weight Loss Program, including participating in the competition, contact Robin Gregory from the Michigan Public Health Institute at rgregory@mphi.org or 517-324-8301. For assistance with weight-loss goals, visit www.michigan.gov/surgeongeneral.

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