



Change your choices.  
Change your life.

January 14 - April 23, 2009



## Help Make Iowa the Healthiest State in America!

### What is Live Healthy Iowa?

Live Healthy Iowa is a team-based program designed to help you and your teammates make positive changes that lead to a healthier lifestyle through increased physical activity and improved nutrition.

### How does Live Healthy Iowa work?

With an online tool at its heart ([www.livehealthyiowa.org](http://www.livehealthyiowa.org)) Live Healthy Iowa makes it easy for friends, family members and businesses to form teams, encourage one another and track individual and group weight loss and minutes of activity.

The power, accessibility and efficiency of the Internet...  
combined with the spirit of teamwork...  
and small doses of competition...

make Live Healthy Iowa a motivating, fun, easy and cost effective way to help Iowans get healthier.

For only \$18, Live Healthy Iowa participants will receive:

- Live Healthy Iowa training T-shirt
- Free entry into the Summer Iowa Games & Winter Iowa Games Fitness Walk
- Weekly nutrition and physical activity tips
- Chances to win monthly incentives and prizes
- A personal online tracking page
- Team leaderboard
- Personalized meal plans & customized workouts
- 100 Days of access to Training Peaks software
- A one-year subscription to a lifestyle magazine. As a paid registrant, you can sign up for the subscription of your choice to eleven magazines upon logging on to your personal dashboard.

*"We are encouraged by the progress of our faculty and staff at University of Iowa to become more active as a part of this program (LHI). To join in a statewide initiative to 'Change the Shape of our State' is something that the University will continue to support."*

*~ Megan Moeller  
Coordinator University of Iowa Wellness*

*"Hy-Vee is proud to be part of the Live Healthy program. We've found it to be one of the best tools we've ever had for addressing wellness within our company."*

*~ Ric Jurgens  
CEO & President - Hy-Vee, Inc.*

### HOW HEALTHY IS YOUR COMMUNITY?

Encourage your friends, community or company to participate in Live Healthy Iowa. Call 1-888-777-8881 or email [info@livehealthyiowa.org](mailto:info@livehealthyiowa.org) today for details.



For more information go to:

[livehealthyiowa.org](http://livehealthyiowa.org)

— changing the shape of our state

IOWA STATE UNIVERSITY  
University Extension



Iowa Department of Public Health  
Promoting and protecting the health of Iowans