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FOR IMMEDIATE RELEASE

*** PLEASE NOTE THE CHANGE IN CONTACT INFORMATION**

Show-Me Shape Up Competition Kicks Off On A Huge Scale! Take the Challenge to Change and Be Hungry to Be Fit!

Are you bored and hungry for a change in your life? All over the state, teams of eager, motivated Missourians are taking the "Challenge to Change" by entering the Show-Me Shape Up competition. Show Me Shape Up, the Show-Me State Games wellness competition, kicks off January 9th and runs through June 12, 2006.

Show-Me Shape Up will host the official kickoff in Columbia, MO, January 9th from 6-9am, at the Columbia HYVEE Grocery store. There will be a huge scale on hand so that teams can get their initial team weight by all stepping on the scale together! Columbia Mayor Darwin Hindman will speak at 7am to show his support for the Show-Me Shape Up program. Everyone that registers for the Show Me Shape Up Program at the official HYVEE kickoff will receive a coupon for a free breakfast compliments of HYVEE.

Show-Me Shape Up will host additional kick-offs at the following locations:

January 11th at the Lee's Summit HY-VEE #1 on Rice Rd – Free Supper Coupon to those who register

January 12th at the Gladstone HY-VEE on N. Prospect – Free Supper Coupon to those who register

January 17th at the Kirksville HY-VEE on N. Baltimore – Free Lunch Coupon to those who register

January 18th at the St. Joseph HY-VEE – Free Lunch Coupon to those who register

January 18th at the Maryville HY-VEE on S. Main – Free Supper Coupon to those who register

January 24th at Blue Springs, Vespers Hall, Parks & Recreation

Additional Kick-Off Locations are in the works!

Show Me Shape Up is based on teams and professional support. Any group of 2-10 friends can form a team and work toward a goal of weight loss, or physical activity. The weight loss category is for those who want to track the group's total weight loss over the 5 months. The accumulated activity category is for those who want to track their daily activity in miles. If you would like to track weight loss and daily activity, your team can join both categories! The Show-Me State Games will send each team member bi-weekly emails with nutrition, recipe and fitness ideas to help them reach their goals. An excel spreadsheet is available for each team member to easily keep track of weight loss and physical activity. The cost is only \$10 per team member and everyone who completes the program will receive a free Show-Me Shape Up T-shirt. Those teams who accumulate the most miles, or lost the most weight will be recognized in a special way for their accomplishments.

Take the Challenge to Change and Be Hungry to Be Fit. Join the Show-Me Shape Up. Visit our website at

* www.smsg.org or call 573-882-7326.

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