

# The President's Challenge

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There is a fountain of youth. Millions have discovered it — the secret to feeling better and living longer. It's called staying active. All it takes is finding a program that works for you and sticking with it. And that's exactly where the President's Challenge can help. The President's Challenge is a program that encourages all Americans to make being active part of their everyday lives. No matter how active you are right now, you'll find a program that's right for you.

Think about your current level of physical activity for a minute. Which one of these challenges is right for you?

**The Presidential Active Lifestyle Award (PALA)** challenge is for people who want to make physical activity and eating well part of their everyday lives. If you want to set yourself on the path to better health, try this entry-level challenge.

**The Presidential Champions challenge** is for people who want to be more active more often. Try this program if you want to step your current fitness plan up a notch or two.

Both programs offer a personal activity log to track your progress online — along with awards for reaching your goals. You can even join with others to take the Challenge as a group.

Once you see the difference staying active can make, you'll wonder why you didn't start sooner. So make a choice. You're it. Get fit!

To participate, visit [www.presidentschallenge.org](http://www.presidentschallenge.org). For questions, call 1-800-258-8146.

## The Mature Fitness Awards USA<sup>SM</sup>

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The Mature Fitness Awards USA are designed to encourage and recognize regular physical activity among adults age 50, 60, 70, and over. The program offers 25 activities with something for everyone, from beginning exercisers to long-time fitness enthusiasts. Many activities are appropriate (or can be adapted) for disabled participants. When selecting an activity, find one that you enjoy and that fits into your daily or weekly routine so you will be likely to stick with it.



### Earning Your Mature Fitness Award

Keep track of your progress by recording details in the log provided on [www.fitnessday.com/mfa](http://www.fitnessday.com/mfa). All activities are designed to be done regularly for 16 weeks. Notice that moderate activities will be done more frequently or for longer time periods than more vigorous activities. At the end of 16 weeks, you will have earned two rewards: the *Mature Fitness Award* to display proudly, and more importantly, improved health through increased physical activity. Once you have earned one award, you're ready to get to work on another!

For more information, visit [www.fitnessday.com/mfa](http://www.fitnessday.com/mfa) or call 847-816-8660 weekdays, 8-6 Central time.