



## The Wellness and Lifestyle Challenge

**JANUARY 3 -  
FEBRUARY 14**  
**\$5000**  
IN CASH PRIZES  
& A **HEALTHIER** YOU!

**Non-Members Welcome**  
**[ELITECLUBS.COM/TWLC](http://ELITECLUBS.COM/TWLC)**

## REGISTER

**EliteClubs.com/TWLC**

### Early Registration:

November 25 - December 18

### Late Registration:

December 19 - January 3

## WEIGH-IN

**December 28 - January 3**

## WEIGH-OUT

**February 8 - 14**

## KICKOFF PARTY

**January 3, 5-7 pm**

**All Elite Sports  
Clubs Locations**

## FINALE PARTY

**February 20, 6 - 8 pm**

**Milwaukee  
Brewing Company**

1128 N 9th St  
Milwaukee, WI 53233

## Activity Points Division:

Participate in classes and lessons to get entered into a drawing for prize money!

### Individual Prizes:

#### Tier 1: 800-1299 points

3 winners = \$100 per person

#### Tier 2: 1300-1999 points

2 winners = \$200 per person

#### Tier 3: 2000+ points

1 winner = \$300 per person

### Team Prize:

Average 1500+ points per person = \$1500 for one winning team

## Weight Loss Division:

Lose weight and get entered into a drawing for prize money!

### Individual Prizes:

#### Tier 1: 4-5.99% bodyweight lost

3 winners = \$100 per person

#### Tier 2: 6-8.99% bodyweight lost

2 winners = \$200 per person

#### Tier 3: 9+% bodyweight lost

1 winner = \$300 per person

### Team Prize:

Total 6+% team weight lost = \$1500 for one winning team

**Basic rules for prize eligibility:** Open to all ages 15+. Measurements based on percentage of bodyweight lost. Measurements must be completed at Elite Sports Clubs locations by an Elite Trainer on specified dates. Activity points must be signed off on by an Elite staff person and turned in to an Elite Trainer by February 14. Winners are not eligible for more than one prize. TWLC shirt and Myzone Belt may not be guaranteed if early registration deadline is missed.



## What's Included?

**Along with a 6-week all access membership to all 5 Elite Sports Clubs, you receive:**

- ✓ Kickoff party: Meet your team & trainer, have team consultation, receive swag bag & enjoy healthy, but delicious appetizers
- ✓ Finale party: Celebrate accomplishments, cash prizes awarded, door prizes, refreshments, and cash bar
- ✓ High-energy motivation & support to help you become healthier
- ✓ Exclusive Weekend Warrior classes for TWLC participants only
- ✓ Exclusive beginner tennis lessons for TWLC participants only
- ✓ Unlimited group exercise classes: 300+ classes per week including indoor cycling, yoga, pilates, aqua, strength training, and more!
- ✓ Wellness system & plan
- ✓ Motivational emails from your trainer
- ✓ FAQ sessions with nutrition specialists
- ✓ Recipes, tips, and motivation
- ✓ Free workshops
- ✓ \$20 voucher for official TWLC shirt or to use towards any single Elite logo pro shop item
- ✓ \$15-off discount coupon for a Myzone MZ-3 Belt heart rate monitor & effort tracking system app
- ✓ And of course...BETTERING YOUR HEALTH and a chance at \$1500!

## Total Value of Over \$400

# Register Now!

[EliteClubs.com/TWLC](http://EliteClubs.com/TWLC)

### EARLY REGISTRATION

November 25 - December 18

**\$60** Elite Members

**\$160** Non-Members

### LATE REGISTRATION

December 19 - January 3 (6pm)

**\$85** Elite Members

**\$185** Non-Members

# FREQUENTLY ASKED QUESTIONS

## How do I register?

Registration is online only at [eliteclubs.com/TWLC](http://eliteclubs.com/TWLC). If you need help registering, contact any of our member services staff. They will be happy to help.

## What do I get with the 6-week Elite membership?

Besides access to all 5 Elite locations, you receive access to all of our amenities, including over 300 group exercise classes, indoor saltwater pools, fitness centers, member prices to Elite services, products, events, and much more. (Fees may apply for some services.)

## When do I get my membership card & access to all Elite locations?

If you are a non-member, you can get your membership card from the front desk when you weigh in. Current Elite members will automatically have passport privileges added on to your account for the 6-week period.

## What if I'm not looking to lose weight?

The Wellness and Lifestyle Challenge is about much more than simply losing weight. Besides many Elite membership perks and fun socials, you will be joining a great support team with access to a personal trainer and are also gaining access to many educational tools to become a healthier you. This program can help you tone up, build strength and endurance, and even teach you how to make better decisions to keep you healthy for the rest of your life. Plus, you can earn points for participating in activities throughout the clubs, which will qualify you for our "Activity Points" prize division.

## What is Myzone?

Myzone is an innovative wearable heart-rate-based system that uses wireless and cloud technology to accurately and conveniently monitor physical activity. Myzone delivers a fully connected solution for anyone who wants an accurate (equivalent to an EKG at 99.4%), gamified, and motivating wearable experience. Myzone monitors heart rate, calories, and time exercising that convert into Myzone Effort Points (MEPs), with a focus on rewarding effort rather than fitness.

## How many people do I need on my team?

4-6 people; if your team has fewer than 4 people, we may place a "free agent" on your team. If your team already has 4 or 5 people, we will try to keep your team as is.

## What if I don't have a team?

If you do not have a team, you will be considered a "free agent" and will be placed on a team of other free agents. You will meet your team at the Kickoff Party on January 3rd.

## What should I list as my home club?

Whichever club you plan to exercise at the most should be listed as your home club.

## With whom, where & when do I need to weigh in & weigh out?

Weigh in and out with any available trainer at any of the 5 Elite locations in a discrete and private area. You do not need to weigh in and out with the same trainer. You can weigh in anytime during normal club hours, December 28th - January 2nd. You must weigh in before 6pm on January 3rd to be eligible for weight loss prizes. You can weigh out February 8th - 14th during normal club hours. Shoes must be removed along with heavy jackets and sweaters upon weigh-in. Pockets must also be emptied.

## When do I meet my trainer?

Everyone will meet their trainer at the Kickoff Party on January 3rd from 5-7pm.

## How are the weight loss competition winners determined?

The winners are determined based on the total combined percentage of weight lost by the whole team. Individual winners will also be determined by percentage weight lost.

## How are the activity competition winners determined?

The winners are determined based on the average points per person on the team. The individual winners are determined based on the total points earned. Points are awarded for participating in specific activities throughout the clubs and tracked using your own personal points card, which will be tallied by your trainer at the end of the challenge. Participants cannot qualify for multiple tiers, however, they may qualify for multiple divisions but cannot win both divisions (i.e. activity & weight loss divisions).

## Do I have to come to the finale party to win?

You must have at least one representative present at the party per team to claim your prize, otherwise you do not need to be present, but why wouldn't you want to go? It's a lot of fun & you could win a door prize!

Have additional questions? **(262) 404-4554**