**Sample Blog Post or Newsletter Article**

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You are invited to join the 15th annual *Eat Smart, Move More, Maintain, don’t gain! Holiday Challenge*. Rather than focusing on trying to lose weight, this **FREE** seven-week challenge provides you with strategies and resources to *maintain* your weight throughout the holiday season. Any adult over 18 years of age across the United States with a valid email address can join the Holiday Challenge.

The Holiday Challenge will begin **November 15th and run through December 31st**. Registration does not close and you may sign-up at any time. Participants can engage as much or as little as they would like to, as all resources are sent to their email and available online. Register now by visiting: [**https://esmmweighless.com/sign/**](https://esmmweighless.com/sign/).

**Holiday Challenge Features:**

* Weekly Newsletters
* Daily Tips
* Healthy Holiday Recipes
* Weekly Challenges
* [**Tools**](https://esmmweighless.com/holiday-challenge-tools/)
* [**Private Facebook Community**](https://www.facebook.com/groups/141777946315976/)

**Last year's Holiday Challenge:**

In 2020, more than **44,670** people from all 50 states and all 100 North Carolina counties and 33 additional countries took part in the Holiday Challenge. At the end of the Holiday Challenge, 92% maintained or lost weight and 98% are likely to participate in a future Holiday Challenge. For additional results, and to see how your state ranked in participation, click here: [**Holiday Challenge Results**](https://esmmweighless.com/wp-content/uploads/2021/04/2020-Holiday-Challenge-Report.pdf).

**For Holiday Challenge updates, resources, and support:**

* Facebook - @esmmweighless
* Twitter - @esmmweighless
* Pinterest - @esmmweighless
* Instagram - @esmmholidaychallenge

For any questions regarding the Holiday Challenge, check out the [**FAQ page**](https://esmmweighless.com/holiday-challenge-faqs/) or email us at **holidaychallenge@esmmweighless.com**.

The Holiday Challenge is provided by [**Eat Smart, Move More, Weigh Less**](https://esmmweighless.com/), a 15-week online weight management program delivered by a live Registered Dietitian Nutritionist, and [**Eat Smart, Move More, Prevent Diabetes**](https://esmmpreventdiabetes.com/), a 12-month online diabetes prevention program recognized by the CDC. Both programs are developed and managed by NC State University and the NC Division of Public Health.