*Note: This Press Release is intended to be a guide. We encourage you to add your own quotes, elaborate on your individual or organizational activities and customize this as you see fit. Please send to Casey Collins, Diabetes Prevention Program Coordinator @*[*cecolli2@ncsu.edu*](mailto:cecolli2@ncsu.edu) *for approval before publishing.*

YOUR ORGANIZATION’S LOGO HERE ****

For Immediate Release

Media Contact: PR contact’s name

(xxx) xxx-xxxx,

email@company.com

[Organization Name] Promotes The 15th Annual Maintain, Don’t Gain! Holiday Challenge.

Month X, 2021 – [Organization Name] is promoting the 15th annual *Eat Smart, Move More, Maintain, don’t gain! Holiday Challenge* to help our [employees, community, audience, etc.] focus on healthy eating and physical activity this holiday season!

Many Americans gain between 1 and 5 pounds each holiday season. While it might not sound like much, most people never manage to lose those extra pounds. Rather than focusing on trying to lose weight, this **FREE** seven-week challenge provides you with strategies and resources to help *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. Registration does not close and you may sign-up at any time. The Holiday Challenge features weekly newsletters, daily tips, weekly challenges, [tools](https://esmmweighless.com/holiday-challenge-tools/), and a [private Facebook community](https://www.facebook.com/groups/141777946315976/) to foster social support and encouragement throughout the 7-week program. Participants can engage as much or as little as they would like to, as all resources are sent to their email and available online.

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). Help us make 2021 the biggest year yet!

Sign up to get healthy recipes, daily tips, exercise ideas and more by visiting: [**https://esmmweighless.com/sign/**](https://esmmweighless.com/sign/)

**About [Organization Name]**

Insert your standard boilerplate message here.

**About the Eat Smart, Move More Maintain, don’t gain! Holiday Challenge**

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.

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