**Sample Blog Post or Newsletter Article**

[Insert Promotional Graphic]

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. [Organization Name] is promoting the *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! The challenge begins on [start date].

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, and more 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.

**Holiday Challenge Features:**

* Weekly Newsletters
* Daily Tips
* Healthy Holiday Recipes
* Weekly Challenges

Sign up to get healthy recipes, daily tips, exercise ideas and more by visiting: [your organization’s Holiday Challenge program registration link]

For questions, please contact the Holiday Challenge Coordinator [your organization’s Holiday Challenge coordinator’s preferred contact information].

**Note: This Sample Blog Post is intended to be a template. You are encouraged to add your own quotes, elaborate on your individual or organizational activities, and customize this template as you see fit.**