



2010



12-WEEK BODY CHALLENGE

JUDGING:

Genesis Fitness will determine the winners based on those participants who have made the most radical transformation during the 12-week period. Contestants will be judged based on “before” and “after” body measurements as well as photographs. All decisions are final and Genesis Fitness reserves the right to determine winners based on the above criteria.

Winners receive:

Grand Prize - \$1,000 American Express Gift Card

2nd Place – Apple iPod Touch

3rd Place – Apple iPod Shuffle

REQUIREMENTS:

FORMS

All participants must sign a Genesis Fitness Release of Liability Waiver as well as a Genesis Fitness Media Waiver.

FEES

All participants must pay the \$25 Registration Fee as well as **register for one Level 10 Performance Camp or Power Camp at Genesis Fitness that begins February 15, February 22, March 29, or April 5, 2010. Participants must register for his/her chosen camp session prior or at the time of contest registration.**

MEASUREMENTS

All “before” and “after” measurements must be taken by a Genesis Fitness Staff Member or appointed volunteer between February 18th and May 15th, 2010.

PHOTOGRAPHS

All photographs must be taken by a Genesis Fitness Staff Member or Professional Photographer provided by Genesis Fitness between February 18th and May 15th, 2010. Contestants should wear the same type of clothing for both the “before” and “after” photos. Men must go shirtless and wear shorts or swimming trunks that fall above the knee; form fitting shorts are preferred. Women should wear shorts or bottoms that fall above the knee and a sports bra or bikini top; two-piece bathing suits are preferred. Progress is not easily proven when a participant has covered his/her body.

REGISTRATION:

Registration will be held during the Kick-Off Events on February 18th and February 20th, 2010. Payment for contest and camp registrations are available prior to the Kick-off Event:

[Registration](#)

Required waivers are also available to download:

[Liability Waiver](#)

[Media Waiver](#)



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**12-WEEK BODY CHALLENGE
CALENDAR OF EVENTS**

KICK-OFF (REQUIRED) - LODO/HIGHLANDS LOCATION

Thursday, February 18, 2010

7:00 PM - 7:15 PM Introduction/Informational Meeting

7:15 PM - 9:00 PM Continuous registration, "before" photographs and measurements as well as a discussion of goal setting and nutrition led by Genesis Fitness Staff

OR

Saturday, February 20, 2010

11:00 AM - 11:15 AM Introduction/Informational Meeting

11:15 AM - 1:00 PM Continuous registration, "before" photographs and measurements as well as a discussion of goal setting and nutrition led by Genesis Fitness Staff

MID-POINT CHECK-IN (OPTIONAL) - LODO/HIGHLANDS LOCATION

Saturday, April 3, 2010

11:00 AM - 1:00 PM Measurements to determine progress as well as nutrition and fitness counseling by Genesis Fitness Staff

**FINAL WEIGH-INS, MEASUREMENTS AND PHOTOGRAPHS (REQUIRED)
LODO/HIGHLANDS LOCATION**

Thursday, May 13, 2010

7:00 PM - 9:00 PM Continuous "after" photographs and measurements

OR

Saturday, May 15, 2010

11:00 AM - 1:00 PM Continuous "after" photographs and measurements

**GENESIS HAPPY HOUR TO ANNOUNCE WINNERS
(LOCATION TO BE ANNOUNCED)**

Friday, May 21, 2010

5:00 PM - 8:00 PM