



Town of Little Elm
100 West Eldorado Parkway
Little Elm, TX 75068
(214) 975-0406
www.littleelm.org

News Release

FOR IMMEDIATE RELEASE

Media Contact: Celso Martinez 972-623-8836

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Fourth annual Mayor's Fitness Challenge starts April 16

LITTLE ELM (March 22, 2018) For many of us, one of those pesky items on the "to-do" list keeps popping up, namely, taking steps to get in shape and developing good, long-term workout habits. The problem seems to be how to get started and where to get the right kind of advice to follow.

The community of Little Elm has those answers, in the form of the fourth annual Mayor's Fitness Challenge. The challenge, started by Mayor David Hillock and this year sponsored by local law firm CokerLegal, is known as the MFC, and is an intensive six-week program that opens on Monday, April 16 and continues full-force until its conclusion. Registration is now open and will remain open until the start date.

"We have had fantastic participation every year," says Fitness and Wellness Supervisor Dee Davidson. "In fact, last year was our biggest year with over 300 participants. The impressive thing is the commitment these people make to changing their lives for the better."

The cost is \$25 for individuals and \$65 for families. The family rate covers six family members residing in the same address. In addition to the two heads of the household, the other four must be under 23 years of age.

Once registered, participants undergo a preliminary fitness assessment and are encouraged to join the Facebook group for support. Personal goals are set for weight loss or fitness levels, and during the program, participants get daily work-out moves that can be done at home or at the gym, weekly video tips for healthier living, as well as coaching sessions by the Little Elm Rec Center fitness specialists.

A free personal training session is included as well as a T-shirt along with a starter pack full of healthy recipes, tips, and an eating-out guide in Little Elm are included. Prizes and giveaways are part of the weekly support.

To initiate the challenge, the Little Elm Parks and Recreation Department is hosting the Mayor's Fitness Challenge Kickoff Party on Saturday, April 14 from 11 a.m. to 1 p.m. at the Little Elm Rec Center, 303 Main St.

In addition to participant registration, there will be official weigh-ins, free breakfast snacks, coffee and juice, a wide variety of local health and fitness vendor exhibits, personal trainers and fitness instructors to answer questions, inspire and motivate participants.

The kickoff event will also include family-type activities like a bounce house and face painting. Prizes, giveaways, goodies and a special raffle drawing.

Information on the challenge and registration is available at <http://www.littleelmtx.us/1071/Mayors-Fitness-Challenge> or on Facebook by searching for "Little Elm Mayor's Fitness Challenge."

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ABOUT LITTLE ELM – Little Elm is one of the state's fastest growing communities. Nestled on the shores of Lake Lewisville, the Town was incorporated in 1966, adopting the Council/Manager form of government. The population increased dramatically over the last several years, growing from under 4,000 in 2000 to over 30,000 today. Little Elm's population exceeds the state average in education and income, and is increasingly trending younger and technologically proficient. The Town's footprint is just over 21 square miles and boasts some 66 linear miles of shoreline within its boundaries.