

## Mayor's Fitness Council Cites Winner of its LoneStart 63-Day Challenge and Announces Its Upcoming Wimberley Healthy Fair

Continuing to move toward the goal of making Wimberley the "Fittest Little Town in Texas," Mayor Bob Flocke and the Wimberley Mayor's Fitness Council recently announced the winner of the Fitness Council sponsored LoneStart 63-Day Challenge and the date for the upcoming **Healthy Fair**.

The Fitness Council recently sponsored the LoneStart 63-Day Challenge. The Challenge employed a hands-on behavioral strategy that actively confronted the two primary causes of obesity and being overweight—poor dietary practices and physical inactivity. The 63-day program is designed to produce sustainable attitude and behavioral changes regarding individual daily wellness choices.

Mayor Flocke said that "program participants were monitored during the 63-Day Challenge by having their body mass index (BMI) measured four times during the 63 day period." The winner was determined by drawing a name from those who showed at least a one percent reduction in BMI over the program period. A \$400 cash prize donated by local citizens was awarded to (name of recipient).

Mayor Flocke also said that "sixty Wimberley citizens participated in the recent Mayor's Fitness Council Challenge." In addition members of the Fitness Council also confirmed that to date employees of Wimberley EMS and Wimberley Home Health conducted their own 63-Day Challenges bringing the total number of Wimberley citizens participating to just over 100. To learn more about LoneStart go to [www.lonestartnow.com](http://www.lonestartnow.com) . The Council would also like to thank Central Texas Medical Center for sponsoring the Fitness Council's 63-Day Challenge by providing LoneStart Program kits at no cost.

In other news Mayor Flocke and the Fitness Council are announcing their upcoming **Healthy Fair** scheduled for January 15<sup>th</sup>, 2011, from 9:00 a.m. to 3:00 p.m. The Fair will be held at the Wimberley Community Center and will utilize the whole facility. Mayor Flocke said that "we plan to fill Johnson Hall with local businesses, the Community Center kitchen with a healthy food court, meeting rooms with medical screenings, and some of the parking area in front of the Center will be used for bicycle safety training, car seat safety checks, and a weekend farmer's market."

Mayor Flocke also pointed out that the Fitness Council is now taking applications for **Healthy Fair** vendors. Flocke said that "there will be two vendor categories: One for restaurants and others providing healthy food choices and menu options, fitness facilities, alternative healthcare practitioners and life style coaches, local manufactures producing natural healthy products, local retailers providing healthy or environmentally friendly services, and local farms producing organic, natural local food products. Category two will include vendors who include traditional healthcare providers, family and home safety educators, and environmentally responsible businesses." "Our plan is to provide as much information about how to make healthy lifestyle choices as we can for the citizens of Wimberley" Flocke said.

For information about becoming a vendor at the Fitness Council's Healthy Fair, contact Fitness Council members Helen Stutchbury for Category 1 vendors at [helenstutchbury@gmail.com](mailto:helenstutchbury@gmail.com) and Barbra Rosen at [beerosen@yahoo.com](mailto:beerosen@yahoo.com) for category 2 vendor reservations.

Flocke also stressed the importance of the Fitness Council's work on behalf of all Wimberley Citizens. "The Council's primary goal is to make Wimberley the Fittest Little Town in Texas" said Flocke, "but the cause is much broader than that. We have become a nation of over fed and under nourished individuals and as the costs associated with this problem continue to skyrocket and effect all Americans and we have to do something about it. And even though it may look like a small step, if we can make a difference we can show others it can be done."

Contributed by Barry Tyler, Member, Wimberley Mayor's Fitness Council