

June 20, 2012

## **The Biggest Loser challenge launches company-wide**

Looking to lose a few pounds this summer? Then gear up to slim down during American Greetings first company-wide *The Biggest Loser* challenge starting July 9. Deadline to sign up to be eligible for prizes is Friday, July 6.



All the details, including entry forms, tools and resources, are available now [on AG Benefits](#).

Highlights of the program include:

- 12-week program (July 9 – September 28)
- individual competition (no teams)
- 11 American Greetings locations participating
- private monthly weigh-ins
- prizes/winners
  - monthly prizes to one male and one female at each location with the highest percentage of weight loss for that month
  - one male and one female semi-finalist from each location with the highest percentage of weight loss from initial weigh-in to ending weigh-in
  - one male and one female Grand Winner chosen from the semi-finalists

Visit [AGBenefits](#) for more information about wellness at American Greetings. We look forward to hearing from associates across the Company about ideas, comments, suggestions, success stories and information you may want to share regarding our wellness initiatives and how we can best promote a culture of wellness at American Greetings. Email us at [livewell@amgreetings.com](mailto:livewell@amgreetings.com).

Sometimes it's  
**GOOD**  
to be a  
**LOSER**  
July 9th - Sept. 28th

**Biggest Loser Challenge**  
July 9 - September 28

- Weight loss tools & resources available
- Entry forms on **AGBenefits** & at plant locations