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THREE KEYS TO COMBATING WEIGHT GAIN

NOVEMBER 12, 2010—CHICAGO—This holiday season is a time of celebration, but for many Americans, holiday weight gain is a growing problem. Consider these facts:

- More than 50% of our annual weight gain as a nation occurs during the six weeks between Thanksgiving and New Year's.
- Many people gain between 6-10 lbs. as a result of holiday dining and snacks.
- Weight gained during the holidays typically is not lost, thereby contributing to a year-to-year increase in average weight.
- Compound weight gains can lead to overall poor health and obesity if exercise or diet management programs are neglected.

Chicago-based Proactive Partners, a leader in the corporate health and wellness industry which designs and implements wellness initiatives for some of America's leading companies, offers the following practical guidelines to weight management:

Three Keys to Maintaining Your Weight to Prevent Holiday Weight Gain

1) All or Some

The Holidays should not be 'all or nothing' in regard to healthy behaviors. If you were previously exercising twice per week and your busy holiday schedule won't allow that, then once per week is fine. Don't eliminate healthier behaviors entirely. Do what you can.

2) Resist Your Instincts

Eat until you are satisfied, then stop! Eating more mashed potatoes just because they are available does not make sense in a modern lifestyle where people seldom burn more calories than they consume. Our tendencies to overeat stem from ancient instincts for survival: eating to store up calories in case food becomes scarce.

3) Don't Wait to Indulge

Eat meals that you enjoy around holiday events. Eat breakfast on Thanksgiving and snacks before holiday parties. This balances blood sugar and keeps you from overeating at the main events.

“The first step in combating holiday weight gain is self-awareness,” emphasizes Melissa Haase, regional general manager at Proactive Partners. “Using awareness to prevent overeating and maintaining a healthy level of active exercise during the holiday season can help prevent holiday weight gain.

“If you do put on extra pounds, it still pays to start a fitness program early in the New Year to keep that holiday weight from becoming a permanent part of your physical makeup,” Haase adds. “The advice we provide to employees of our corporate clients is really useful to everyone.”

About Proactive Partners

Since 1969, Proactive Partners has been a leader in fitness center management and national health initiatives, boosting workplace wellness with its corporate health solutions and programs. Delivered through the web, via the phone and in offices across the country, Proactive Partners provides a total wellness solution to enhance employee health and productivity. Proactive stress management workshops promote practical skills and productive responses to pressure, using biofeedback for real-time learning and teaching “in the moment” techniques that can be utilized anytime, anywhere. For more information, call (773) 463-1234 or visit www.beproactive.com