

Live Healthy Nebraska, a new team wellness challenge from the Nebraska Sports Council, opened for registration on Tuesday, Dec. 15.

The 100-day weight-loss/physical activity challenge begins Jan. 14, and organizers expect more than 10,000 participants. Information is available now at LiveHealthyNebraska.org.

In Live Healthy Nebraska, teams of 2-10 people receive weekly motivational/educational tips to guide them toward healthier nutrition and exercise habits.

The participants periodically log their progress, measured in minutes of physical activity and percentage of weight-loss, and can compare their results on a leaderboard. The leaderboard is sortable by state, ZIP code, company and department to encourage local challenges.

Upon enrollment in the program, each participant receives a training T-shirt, an annual subscription to a healthy lifestyle magazine and access to daily nutrition and workout planners.

The cost is \$20 per person, but participants can receive \$5 off with a coupon available at Hy-Vee stores or online at Hy-Vee.com.

The first 30,000 registrants will also receive a coupon booklet worth \$50 in discounts at Hy-Vee stores.

Medals will be awarded to the state's top teams in weight-loss and accumulated physical activity, and thousands of incentive prizes and coupons will be distributed to teams just for logging their progress.

Special administrative functions, including custom employee pricing, private-label branding, company-wide messaging, inter-office challenge boards and a host of statistical reports are

available to companies and organizations of all sizes.

Group administrators are encouraged to establish their custom Live Healthy program by submitting an administrator form at LiveHealthyNebraska.org.

The Nebraska Sports Council has planned several webinars for company or community coordinators. Those interested can email Hagedorn@nebraskasportscouncil.com for a webinar schedule.

Live Healthy Nebraska is a program of Live Healthy America and the Nebraska Sports Council.

Local presenting partners include: BNSF Railways, St. Elizabeth Regional Medical Center, Subway, BlueCross BlueShield of Nebraska.

Other contributing partners include: Sandhills Publishing, the Nebraska Pork Producers, the Nebraska Lottery, the Nebraska Beef Council, Mr. Goodcents Subs & Pasta, Lincoln Orthopaedic Center, Lincoln Journal Star, Lincoln Benefit Life, Farmers Mutual Insurance Company of Nebraska, Downtown Optimist Club of Lincoln, Community Blood Bank of Lincoln and Arby's.

The Nebraska Sports Council, which facilitates Live Healthy Nebraska and the Cornhusker State Games, is a 501 (c) (3) non-profit organizations. Learn more at NebraskaSportsCouncil.com.