Governor Dave Heineman led the walk on January 8 to encourage Nebraskans to be more active in 2010. He was joined by Lt. Gov. Rick Sheehy, several state senators, Dr. Joann Schaefer, Chief Medical Officer for the Nebraska Department of Health and Human Services, and other Nebraska wellness leaders.

“I am pleased to again lead the effort to promote wellness among the citizens of Nebraska, ” said Gov. Heineman. “Being more active can have a dramatic impact and being part of the Live Healthy Nebraska program can help people meet their wellness goals in 2010.”

Formerly known as N-Lighten Nebraska, Live Healthy Nebraska is a 100-day team wellness challenge which provides participants with education and motivation to adopt healthier nutrition and physical activity habits.

Participants follow accredited weekly tips and log their progress in weight-loss and accumulated physical activity.

The program runs Jan. 14–April 23.

Besides the weekly tips, each participant receives a Live Healthy shirt, an annual subscription to a healthy-lifestyle magazine and access to nutrition and workout planners as well as thousands of incentive discounts and prizes.

Medals are awarded for the top teams in weight-loss and accumulated activity. The cost is $20 per person, although many employers offer reduced-cost entry, and $5 entry discount coupons are available at Hy-Vee.com for the first 30,000 entrants.

Enter online or get more information at LiveHealthyNebraska.org.

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