

The Nebraska Sports Council is encouraging families across Nebraska to adopt healthier lifestyles in the first-ever LiveWellNebraska.com Family Challenge, which runs June 4 - July 16. Thousands of prizes, including a half-dozen family adventures, are up for grabs for families that accumulate at least 50 points per week.

Major drawing prizes include a Colorado rafting adventure, a Wyoming ski trip, a weekend at Worlds/Oceans of Fun, a Niobrara River tubing excursion, a handful of Nebraska State Park getaways and a Traeger Grill from the Nebraska Pork Producers.

“Looking at the battle against childhood obesity, we need to facilitate parents modeling healthy behaviors,” Nebraska Sports Council Executive Director Dave Mlnarik said.

“Our modern lifestyles are busy, even chaotic at times, so the tips will focus on taking an organized approach to wellness in the household. In the end, we believe families will see the health benefits of good planning and it’ll become habit...and the prizes are a good motivator in the short-term,” he added.

Registration is now open at LiveWellNebraska.com under the “Family Challenge” tab. The cost is \$25 per family, and each family receives up to four t-shirts, with additional shirts available for \$5 each. The first 3,500 kids registered will receive free meal certificates from Mr. Goodcents or Applebee’s. Families also get access to a wealth of resources and weekly tips to help them organize healthy behaviors into busy family schedules.

To earn points toward the prize drawing, families will track healthy behaviors and log them weekly on the LiveWellNebraska.com Family Challenge website.

Trackable nutrition behaviors include meal planning, grocery shopping, fruit and vegetable consumption, hydration and cutting down on unhealthy items. Physical activity tracking includes exercise planning, exercise minutes and cutting down on screen time. Bonus points can be earned for proper sleep habits, volunteer service, worship/meditation and participation in the Cornhusker State Games.

Winning families will be announced July 20 at the Cornhusker State Games Opening Ceremonies at Seacrest Field in Lincoln.

The Family Challenge is sponsored by LiveWellNebraska.com and conducted by the Nebraska Sports Council, which conducts the Cornhusker State Games and Live Healthy 100-Day Challenge.

Platinum partners of the Nebraska Sports Council include BlueCross BlueShield of Nebraska, Anderson Auto Group, St. Elizabeth Regional Medical Center and Nebraska Orthopaedic and Sports Medicine. Learn more at [NebraskaSportsCouncil.com](http://NebraskaSportsCouncil.com).