

**FLEET FEET**  
*Sports*



# **FLEET FEET ATLANTA**

**WINTER 2015 PROGRAM**

NORTH  POINT  
FITNESS



# **WELCOME TO THE TON OF FUN WEIGHT LOSS CHALLENGE**

At Fleet Feet Atlanta, one of our main missions is to help those in the community meet their fitness goals. It doesn't matter if it is running a marathon or playing outside with your kids, we want to be much more than a shoe store. We want to be your fitness resource.

While we take a ton of pride in our products and services, we want to take giant steps in offering training programs as an additional resource in 2015.

The first step of that is the Ton Of Fun Weight Loss Challenge and we couldn't be happier that you are joining us for the next 12 weeks.

During this program, we'll try to give you as many resources as we can to help you make real change happen during the first three months of the year.

Enclosed, please find a full list of resources and event schedule that you can plug into. We are excited to take this step with you and are always here to help.

If I can ever be of assistance or address any questions or concerns, please don't hesitate to reach out.

Thanks and here's to a great start to 2015!

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## **FAQ**

### **I would love to join your Ton of Fun program but I can't make it on January 5. Can I still join?**

You bet! Our Kick-Off Event on January 5th (6 PM) in Johns Creek is the first opportunity for people to get started, but it is not your only weigh-in opportunity.

### **What exactly is going to be taking place at the Kick-Off Event on January 5th?**

This will be a chance for your first weight in of the program and to get some initial info. You can start weight ins anytime on the 5<sup>th</sup> (10am-7 pm) in Johns Creek, Lawrenceville or Sandy Springs if you can't make it to the event.

At the kickoff, we'll have gear raffles available, a special booklet of coupons for program participants, and healthy snacks to enjoy. We will also have a representative on-site from our program sponsor North Point Fitness to share lots of great info and answer any individual questions you have about nutrition, working out, and any general health concerns you may have. We'll also check to make sure we have your email address in our system correctly and answer any questions about the private Ton of Fun Facebook group.

### **How much does the 12-week program cost?**

The program is only \$50 AND you will have the opportunity to earn that full \$50 back in Fleet Feet gift cards (details below) plus earn some really cool prizes along the way as you succeed. Additionally, the e-newsletters will be full of deals and promos exclusively for you!

### **What does my program fee get me?**

As a participant, you will work on your own to lose the weight, but we'll provide support along the way:

- Weekly weigh-ins at the store;
- Weekly e-newsletters;
- A closed group (private) page on Facebook with unlimited access to our coaches;
- Group workout opportunities;
- Fun ideas to get out and moving around Atlanta;
- Injury prevention;
- Nutrition resources; and
- Prize incentives along the way!

## **How do I earn my registration costs back?**

- Receive a \$25 Gift Certificate to Fleet Feet Sports once you complete at least 8 weekly weigh-ins AND lose 2% of your body weight (eg, a 200lb person has to lose 4lbs).
- Receive a \$25 Gift Certificate to Fleet Feet Sports if you lose at least 5% of your body and complete all 12 weigh ins-- (eg, a 200lb person has to lose 10lbs).

## **I'm not registered yet, is there a cut-off date?**

You can register any time between now and Sunday, January 11 to still qualify for all the program benefits. Weigh-ins will begin January 5th and the initial weigh-in needs to take place by January 11<sup>th</sup> at 4PM.

After January 11<sup>th</sup>, there is still plenty to gain from the program, but you will not be eligible for the 2<sup>nd</sup> of the two opportunities to earn your \$25 dollars back. That said, the recipes, clinics, weekly e-newsletters, access to trainer and nutritionists, and encouragement will more than exceed the cost of the program. You're still making a healthy decision by registering, regardless of how far we are into the program.

## **Can you recommend an eating program?**

There is no one perfect eating program that we can recommend for everyone. Fortunately the program will give you access to a Nutritionist from North Point Fitness that will be available to answer your specific questions and, if need be, work with you to find the tools you need.

## **I want to get moving as well. What do you recommend?**

We can definitely help! Depending upon your resources (access to a gym, willingness to walk outdoors, etc.), we can make some suggestions to get you on the right track. We can also discuss key equipment and tools that will reduce your risk of injury. As part of the program you will also have access to speak to a Certified Trainer that can help guide you in the right direction. Our trainers will give you lots of tips and resources available through our weekly e-newsletters and on our private program Facebook page.

## **When and where can I weigh-in?**

Weekly weigh-ins will take place any time during our normal business hours: Monday – Friday 10AM – 7PM, Saturday 10AM – 5PM, and Sunday 1 – 4PM. We recommend that you pick a day & approx. time that work for your schedule and come on a regular basis. You can also weigh in at North Point Fitness in Roswell: Monday-Friday 8AM-6PM and Saturday 8AM-11AM. Not only will this encourage you to stick to the program and not miss your weigh-ins, it will make your information more consistent week to week.

## **I'm self-conscious about my body and weight—do I really have to be weighed in public?**

Our weigh-ins will take place in one of the two private dressing rooms with a Sales Associate. Our entire team is trained to use the scale and gather the information we need each week. All you need to do when you show up is let someone know you're here for your weekly weigh-in and you can zip in and out; unless you have any questions you want to address. Once your weight is recorded, the Info Slip will be dropped in a box in the office. Bottom line: your privacy is our priority and our team is professional and respectful. No one will have access to your information beyond our coach, Naomi.

## **What should I wear for weigh-ins?**

That is up to you; although we do ask that you remain at least modestly clothed for your weigh-in. Some people will prefer to have a 'weigh-in outfit' for consistency purposes. That's perfectly fine. You will be invited to remove shoes and any extras you don't want included (i.e. cell phone, jewelry, layers, etc.). Paper towels will be available for you to put on the scale to stand on.

## **How many times can I weigh in each week?**

One time each week. No exceptions, no taking the lowest weight. Remember, there is a competition component to this but it's really about your health and longer term benefits.

# **TON OF FUN SCHEDULE**

<b>DATE</b>	<b>EVENT</b>	<b>LOCATION</b>	<b>TIME</b>
January 5	Kickoff Event	Johns Creek store	6 PM
January 12	Walk/Run	Lawrenceville store	6 PM
January 19	Grocery Store Event	TBA	6 PM
January 28	Clinic w/ Joel Eaby, PT	Johns Creek	6 PM
February 2	Walk/Run	Sandy Springs store	6 PM
February 11	Yoga Class	Johns Creek store	TBA
February 14	Clinic with Natalie Logan, Registered Dietitian	North Point Fitness	TBA
February 18	Walk/Run	Lawrenceville store	6 PM
February 23	Fitness Discovery	All three stores	6 PM
March 2	Intro To No Boundaries 5K Training	Johns Creek & Lawrenceville stores	6 PM
March 9	PT Night	TBA	6 PM
March 18	Walk/Run	Sandy Springs	6 PM
March 25	End of Program Party	Johns Creek store	6 PM

## **Weigh In And Event Locations**

Johns Creek Store – 9700 Medlock Bridge Road, Johns Creek, GA 30097  
678.475.1555

Lawrenceville Store – 145 North Perry Street, Lawrenceville, GA 30045  
770.338.2996

Sandy Springs Store – 224 Johnson Ferry Road NE, Sandy Springs, GA 30328  
404.255.3338

North Point Fitness - 2500 Old Alabama Rd Suite 24, Roswell, GA 30076  
770.998.9009