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CENTURY 21® Sweyer & Associates Loses Over 650lbs for Wellness Program

April 25, 2011 (Wilmington, NC) – Health and fitness became a priority for employees and agents at Century 21® Sweyer & Associates when owner, Dave Sweyer, decided to incorporate more health awareness into the company 5 years ago. Since then, ‘Dump Your Plump’ has been an annual contest designed to motivate employees to lead healthier lifestyles. This year 49 people participated in the competition. From the beginning of January to the end of March, participants weighed in on a weekly basis to track their weight loss progress. At the end of the 12 week period, the winner is determined by the highest percentage of weight loss.

Throughout the competition this year, nutrition and fitness experts came and spoke to the group about ways to incorporate healthier diet and exercise into their daily routines. They provided tips, best practices and guidelines to help each employee meet their individual goals. Prizes were awarded after each weekly weigh-in and a wellness email campaign was launched to keep everyone motivated. By the end of the contest, participants were taking walks at lunch time, bringing in salads and fresh fruits for snacks and lunch and had increased their overall awareness of how much their daily choices have an effect on their overall health.

“While the competition is called ‘Dump Your Plump’, it’s about more than just losing weight. It’s about wellness and making the right decisions that will affect people well after this contest is over. We wanted our employees and agents to really work on changing their lifestyles to be healthier and more active. It was truly inspirational to see how much everyone supported each other in their daily efforts to make these healthy changes for the better,” said Dave Sweyer.

The winner was Allen Ekins who lost 37 lbs, 2nd place was Paige Sweyer who lost 22.3 lbs and 3rd place was Adam Meshaw who lost 31 lbs. (Winners were determined by percentage of weight lost). 1st place winner received an iPad, 2nd place received a Wii game console and Wii Fit game and 3rd place won a \$250 gift card to Dick’s Sporting Goods.

To continue the momentum, additional contests and incentives for the remainder of the year have been put in place to keep everyone either maintaining their weight loss or continuing their weight loss goals. There will be an extension of Dump Your Plump with a prize drawing for a weekend spa getaway for 2 for those participating. An incentive called "Let's Get Physical" has also been implemented into the weight-loss program to encourage those who are participating to get a physical.