

NEWSWEEKLY HAS MADE THE DIFFERENCE...

As a busy fitness professional, I want to help as many people get fit and healthy. Sometimes the struggle comes in solely, getting our message out to the people!

We recently decided to run a community fitness challenge; meaning we needed to get that message out to the community. I contacted Anna Crothers from *Albury Wodonga NewsWeekly* to see if they could help.

YOUR BEST BODY 12 WEEK CHALLENGE **FREE!**

Watch Your Body Transform In Just 12 Short Weeks...Look And Feel Better Than You Ever Have Before!

SEE FANTASTIC RESULTS

From One of Australia's Most Respected and in Demand Personal Trainers, Responsible For Helping Hundreds of Albury-Wodonga Residents From All Walks of Life Lose A Combined 1 Tonne Of Body Fat in 2010 Alone:

How the Challenge Works:

1. It's FREE! But you must make the commitment of making it's not optional. This is the hardest way to lose weight, and you'll be pushing yourself, toning your body and look and feel better than you have in years, in just 12 short weeks.
2. Go to www.yourbestbodychallenge.com to complete the Your Best Body Challenge 12 Week Registration Form (and please don't miss it).
3. Complete the registration form included in the Guide and submit it to us by Saturday, September 2nd.

Who the Challenge is For:

All those who want to lose weight, gain muscle and tone their bodies. It's for anyone who wants to lose weight quickly, safely and permanently and feel like "Your Best Body" by following a proven 12-week exercise and nutrition program, under the supervision and with the support of one of Australia's leading body transformation experts, Josh Dickinson and his team of certified personal trainers.

What You Get FREE:

- 1 Year Best Body Challenge with our team
- 12 Great Fitness Training Sessions
- Weekly Assessments, Guidance & Coaching
- Complete 12 Week Transformation System

What You Can Win:

- The Grand Champion will be chosen based on the points obtained in the Your Best Body Guide. He or she will win gifts and prizes valued at \$2000.
- The Runner Up will be chosen based on the criteria described in the Guide. First runner up will receive \$500 and 2nd runner up \$200 in value of prizes.
- The highest prize of all, however, is the body transformation results you will achieve.

What You Can Expect:

Supportive, motivating, inspired, individualized, responsible, professional assistance from one of Australia's elite, professional trainers of fitness experts. Expect to eat and exercise your way, have supportive friends, gain a newfound level of confidence in your body, respect to CHALLENGE each other, and ultimately, expect to be better, to change, to improve and prosper. Your best body is just 12 weeks away!

What To Do Now:

Your registration form is included in the Guide. For the Your Best Body Challenge, you must receive **NO LATER THAN** Saturday, September 2nd. Get the Your Best Body Challenge 12 Week Transformation Guide 12 Weeks Away, including the complete 12 week exercise and nutrition program, 12C registration form, guidelines, rules and registration information from www.yourbestbodychallenge.com

If you would like to become a sponsor for "Your Best Body Challenge" Contact us on 1300 390 760 or email info@physiqueessentials.com

Proudly Supported by: **IC4STARFARM**, **News Weekly**, **BOOTCAMP**

The first thing that struck me was Anna's willingness to help and acceptance of our cause. Many other businesses were sceptical and wanted to know, solely, what was in it for them. With *Albury Wodonga NewsWeekly* I could sense a genuine support and commitment, thus ensuring our decision to allow them to come on board as our official print media supporter.

So our goal – to reach as many people within our local community and encourage them to join our free 12 week fitness challenge.

Initially, our goal was maybe 100 to 200 people. That number would have been absolutely fantastic! A result - 3 days prior to the official start date we had 500 people and a new problem – how do we cater for so many people? Our media advertising worked TOO well, reaching people as far as Rutherglen, Myrtleford, Corowa, Mt Beauty and more... for a campaign advertised through *Albury Wodonga*.

How can I be sure that *Albury Wodonga NewsWeekly* had contributed so well and made the difference? From past campaigns, we have NEVER had a response like this, and we can track it back to the support that Anna and all the *Albury Wodonga NewsWeekly* team have given us!

I cannot recommend them more. Not only have they helped to promote our challenge, but they have shown genuine support to their local community for a great cause!

Regards,
Josh Dickinson, Owner/Director
Physique Essentials



Anna Crothers,
Advertising Manager
Phone: (02) 6022 5808
anna.crothers@awnw.com.au

Kim Cannon,
Advertising Consultant
Phone: (02) 6022 5806
kim.cannon@awnw.com.au

Noel Chapman,
Advertising Consultant
Phone: (02) 6022 5807
noel.chapman@awnw.com.au