

## BUILDING A

# Healthier Kansas City

## STARTS AT THE TOP

**LAST CALL**  
Are You Up for the Challenge?

Ingram's Magazine is collaborating with Blue Cross Blue Shield of Kansas City, Quest Diagnostics, The Metropolitan Medical Society of Greater Kansas City (Metro Med), the Y and Holmes Murphy & Associates has already begun to administer the 2011 Fittest Execs and Fittest Companies Challenge. This year's competition pre-assessments began August 13 and post-assessments will be conducted by December 22. The objective of the sponsors and participating teams alike is to improve personal health and their organization's fiscal fitness by applying physical fitness.

Every executive knows, good health is good business. You can embrace both concepts by taking part in the third annual Fittest Execs and Fittest Companies Challenge. Organizations that field a four-, five- or six-member team are eligible to compete in the Fittest Companies Challenge. (At least four members must finish the competition to be eligible to win.)

**Entry fee:** \$995 for your team of 4 or 5; +\$199 for 6th; \$225 for individuals. Fittest Companies Challenge is **FREE** for organizations with a team in the Fittest Execs Challenge.

### Criteria to Win:

There is a point system on the metrics of the health assessment. Each variable will have a point range. Individuals will have a numerical score based on the combined point totals. Team scores will be aggregated.

**Awards:** "Fittest" and "Most Improved" awards presented to winning teams and companies.

<b>Individual Awards:</b>	Fittest woman under age 50 Fittest man under age 50 Fittest woman 50+ Fittest man 50+	Most improved woman under age 50 Most improved man under age 50 Most improved woman 50+ Most improved man 50+
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### Health Risk Assessment Includes:

- Blood Pressure
- Blood Test for Cholesterol, Glucose Check, HDL/LDL Ratio, Triglyceride Level
- Cardiovascular Capacity
- Strength Measurement
- Body Fat computation/ Body Mass Index (BMI)
- Flexibility Measurement
- Height/Weight

Quest Diagnostic and the Y Testing Sites and Testing Dates will be provided to confirmed teams

### Here's the Timeline to this year's competition:

**Through September, 2011:** Ingram's will accept applications to compete in this year's Fittest Execs and Fittest Companies Challenge. Teams with four to six and individuals may enter. Teams should include at least one C-level executive or member from upper management. Companies must field a team to be eligible for the Fittest Companies Challenge. Sponsorships are encouraged.

**Through Sept. 30:** Conduct baseline health assessment.

**Aug. 13-Dec. 22:** Participants have up to 132 days to get in top shape.

**Dec. 1-22:** Conduct participant's final health assessment test.

**February 2012:** Read all about our winners and review the results of the third annual **Fittest Execs and Fittest Companies Challenge**, showcased in Ingram's February 2012 Heroes in Healthcare edition.

**NOTE:** Exceptions for an individual to alter this schedule will be considered.



### TEAM REGISTRATION - \$995

\$995 For teams of four or five participants. An additional \$199 for your 6th team member.

Company \_\_\_\_\_

Name of CEO/Manager \_\_\_\_\_

Contact Email \_\_\_\_\_

Contact Phone \_\_\_\_\_ Company Phone \_\_\_\_\_

Names:	Email:	Male or Female	Age as of 12.22.11
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_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

### INDIVIDUAL REGISTRATION - \$225

Name \_\_\_\_\_

Company (if applicable) \_\_\_\_\_

Title \_\_\_\_\_

Email \_\_\_\_\_

Phone \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Category (as of 12.22.11):

\_\_\_\_\_ Female under 50 \_\_\_\_\_ Male under 50

\_\_\_\_\_ Female 50+ \_\_\_\_\_ Male 50+

### SPONSORSHIP LEVELS:

☐ **Platinum: \$15,000**

☐ **Gold: \$10,000**

☐ **Silver: \$5,000**

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