Maintain Don't Gain

Don't let the typical holiday foods and busy schedules bust your waistline. This campaign will provide you with helpful tips for maintaining your weight between Thanksgiving and New Year's.

Program Components Include: (November 6, 2012 – January 8, 2013)

- Ten weekly emails
- Optional 2-way text messaging
- Contests and weekly prizes
- Reader participation and tip sharing on Facebook, Twitter, and Pinterest

2012 Topics:

- Holiday pitfalls to avoid when trying to maintain your weight
- How to create healthy traditions
- Ways to release stress during the holidays
- Healthy party hosting tips
- Healthy gift ideas
- Solutions to your typical holiday excuses
- Healthy holiday activities
- Holiday myths – dispelled!
- NYE celebratory foods eaten around the world
- Ways to maintain healthy New Year's resolutions

Register today to be entered into our iPad drawing!

See below for the official rules.*

How do I sign up?

Call **(800) 433-2302** or visit us online and follow the instructions below:

1. Go to **www.my-cpw.com**
2. Enter your email address and password.
   If you are a first time visitor, click the register button. Next, enter your company password [**city of portland**]. Follow the online instructions and complete the registration process. Once your account has been activated, go to www.my-cpw.com and log in with your email address and password.
3. Click "My Account" and then click "Contact Me." Enter your contact information in the fields.
4. Look for the "Maintain Don't Gain" category and check the box "Email Me!" and/or "Text Me!"

If you have any technical questions, please contact helpdesk@wellcall.com.

***iPad Drawing Rules:** In order to be entered into the iPad drawing, you must sign up to receive the Maintain Don't Gain emails by 10/26/12 and the text messages by 11/1/12. In addition, you will need to complete a total of two surveys which will be emailed to you. The pre-survey will need to be completed by 11/1/12 and the post survey will need to be completed by 2/4/13. The winner will be selected on 2/5/13 and notified via phone and email. If you do not have texting capabilities, but would like to participate in the iPad drawing, please contact us at campaign@wellcall.com for an alternative method to enter the drawing.

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