



Take Flight Announces Fitness Challenge to Develop Healthy Habits for the New Year

– 60-Day Commitment Includes Challenges and Competitions for a Minimum \$100 Reward –

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Healthy Habits for the New Year

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Take Flight, a youth development organization on a mission to improve the physical, mental and emotional well-being of children, is launching a 60-day [Fitness Challenge](#) to help everyone kick-off the New Year in a healthy way. The Challenge encourages participants to spend the first two months of 2023 focused on reducing their overall body fat percentage through weekly challenges and competitions. Each participant will win a minimum of \$100, presented in the form of a gift card for their favorite self-care, fitness or wellness activity.

Fitness Challenge participants will be grouped into randomly-generated teams with points awarded for winning challenges and body fat percentage reduction. Half the points earned will be based on overall group body fat percentage improvement, and the other half will be based on weekly challenges and competitions. The team with the most points at the end of the Challenge wins. The competition is team-oriented to foster teamwork, competitive spirit and leadership. Check-ins will be held every Thursday via Zoom, with results varying based on each participant's commitment level and goals—with some building muscle or losing weight, and others setting personal records or improving endurance.

"Our 60-day Fitness Challenge is simple, and if done right, participants will walk away with a consistent new routine that they can carry with them through 2023 and beyond," said Take Flight

TAKE FLIGHT FITNESS CHALLENGE

STAY MOTIVATED, STAY CONSISTENT, STAY COMMITTED!

THE BENEFITS

This 60-day fitness challenge is simple. When done right, participants will walk away with results and extra money. Physical results will vary by participant and commitment level. Some participants may lose weight, others may build muscle, set a personal record, increase their endurance, achieve their first push-up, and more... but one result everyone who participates will achieve is the habit of a consistent routine.

By checking in once per week for 60 days, during the toughest time of the year – the new year and winter, each member is creating a consistent workout and nutrition routine that can be carried into 2023 and built upon to reach their ultimate fitness goals.

THE REWARD

During the challenge, participants can earn a minimum of \$100 EACH which will be paid out via a gift card to their favorite self-care/fitness/wellness activity. Who doesn't love extra money for self-care? But, remember, the biggest reward of all will be building the healthy habits of a consistent workout routine and a healthy lifestyle that you'll need for a successful 2023.

HOW TO WIN

The team with the most points wins! Points for winning weekly challenges and overall group body fat % improvement. Exactly half of the points will be based on overall group body fat % improvement and the other half will be based on weekly challenges and competitions.

THE RULES

To participate in this fitness challenge and qualify for payout:
You must follow Take Flight.
You must enroll in the challenge by December 30th by signing up at:
<https://takeflightinc.wufoo.com/forms/w1g3tq4t0plcu07/>

Phone: (240)-839-1848
mail: paul@takeflightinc.org

SCAN TO REGISTER!

SPORTS TAKE FLIGHT
www.takeflightinc.org

Take Flight Fitness Challenge 2023



The Challenge aims to generate fitness results and create positive new habits that will help participants achieve their ultimate fitness goals"

Paul Williams

Founder Paul Williams. "The Challenge aims to generate fitness results and create positive new habits that will help participants achieve their ultimate fitness goals."

Take Flight was launched in 2009 as a youth organization for the Washington D.C. area, with the mission of instilling healthy habits for lifelong success and happiness. The organization has grown over the past 13 years to become the region's most trusted resource for the physical, mental and emotional well-being of children. In addition to

programs focused on physical fitness, Take Flight offers financial literacy programs and personalized mentoring to foster the holistic development of children and their families.

To participate in the Fitness Challenge, individuals must follow Take Flight and signup at <https://takeflightinc.wufoo.com/forms/w1g31q4t0plcu07/> by December 30, 2022. The cost is \$10 per person and a privacy waiver is required.

Additional information about Take Flight is available online at <https://www.takeflightinc.org>.

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