

**28 DAY**  
**PEDOMETER**  
**CHALLENGE**



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Hey Chicks!

Thanks for joining FIT CHICKS 28 Day Pedometer Challenge!

This is going to be FABULOUS! You will feel better, look better and have the chance to win some awesome prizes at the end of 28 days.

This e-book is going to explain everything you need to know to get started steppin’ your way to fitness. But we’re not going to leave you here! Make sure you have signed into our “Let’s Get to Steppin’” Online Forum.

The “Let’s Get o Steppin’” online forum is a fab community for you to share ideas, support and chat with other chicks who are participating in the challenge. You will also get tp view weekly videos, extra challenge tips and get your burning questions answered by our fab team of FIT CHICKS. It is a 24 hour access to ALL tools you will need to step your way to a new you (and some chickeriffic prizes too!)

Are you ready, Chicks? Get ready to get steppin’!

FIT CHICKS



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## What is the FIT CHICKS 28 Day Pedometer Challenge?

The purpose of this challenge is to challenge Chicks to get more active in their day to day lives so they can feel better and see some greater weight loss results.

### 28 DAY PEDOMETER CHALLENGE RULES

The rules are simple:

1. Wear your pedometer all day, every day (except when showering, of course!) for 28 days.
2. Walk 10k steps/day or 70k steps/week for 28 days.
- 3 Log your steps daily on your Chick Step Tracker daily.
4. At the end of the 28 day challenge, submit your completed Chick Step Tracker to [chickchallenge@fitchicks.ca](mailto:chickchallenge@fitchicks.ca) or via fax.
5. If you have consistently accumulated 70,000 steps a week, (which means if you have an off day, you can make it up throughout the week!), then you will be entered into a draw to win some fabulous prizes!

And remember, chicks, even if you don't win, you will get more active, feel better about yourself, tone up, lose weight and get the chance to meet other fabulous Chicks on our forum! It's a win-win for all participants.

Now it's time to take out your pedometer and get started!

### MEET PEDDY!



*Who is Peddy, you ask? Peddy is what we at FIT CHICKS lovingly call our pedometers! You will have received your own personal pedometer when you enrolled in the challenge. Now is the time to get acquainted with your new best friend for the next 28 days! (and perhaps give it a cute name of your own...)*



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## How to wear your pedometer for the most accurate results

- 1 Find the part of your waistband or belt that is directly over your knee and secure the pedometer at that location. It should be fairly tight to your body and not just flapping around.



### WARNING!

Wearing your pedometer in the middle or too far on the side of your pants will affect the accuracy of the reading.

- 2 To check if your pedometer is working correctly, press reset and walk 50 steps.
- 3 Stop, open the pedometer and read what it says. If the pedometer reads 48–50 steps, then you are ready to go! If not, try securing it again and go for 50 more steps.
- 4 Now that you know that your pedometer is working properly, go and sign up for our “Let’s Get to Steppin’” Online Forum at [fitchicks.ning.com](http://fitchicks.ning.com). Make sure to save the URL to your favorites!



By signing up on the forum, you will have access to videos, motivational tips, and a discussion forum to ask questions and motivate other Chicks!



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## Benefits of Walking

- Anyone can do it – all you need is two feet and a heartbeat!
- There are no excuses, even if the weather is crappy you can head inside to the mall
- It's easy on the joints
- It can lower your blood pressure
- It can reduce risk of heart disease and stroke
- It can reduce your body fat (sweet!)
- It enhances mental well being
- It can reduce the risk of diabetes
- It can increase bone density and help prevent osteoporosis
- It gets you fresh air and sunlight and makes you feel fab!
- Studies have shown that continually walking 10,000 steps a day will help you lose weight and KEEP it off in the long term!



## Why Wear a Pedometer?

Cardio and strength training are awesome for blasting fat and reshaping your bod – but for optimal health and weight management you need to move every day! A pedometer is fabulous because it doesn't lie to you, it lets you know that you are active enough. Often Chicks think they are moving around a lot, especially on work days, when in reality they aren't even getting half of the activity they need!

Before you start the challenge, do a Step Test by wear your pedometer for a day. Don't look at it. Just go about doing your normal daily activities, nothing extra. (If you start doing more because you know you are wearing the pedometer, this test won't work... so just set it and forget it!) You will probably be shocked to see that you aren't moving nearly enough. In fact, the average Canadian Chick only logs in about 2000-3000 steps a day – which equates to walking only about 1-2 km a day! We know you Chicks have it in you to do much better than that...



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## How Much Is Enough?

Experts recommend about 6,000 steps a day to increase your lifespan, and up to 10,000 steps to help promote weight loss. So while 6,000 steps may get you feeling better, the FIT CHICKS 28 Day Pedometer Challenge sets a goal for you of at least 10,000 steps a day, because we want you to see results!

## How Far is 10,000 Steps?

2000 steps is about 1.6 km or about a mile. But don't worry, Chicks, you don't have to walk 5 miles straight everyday (although if you want to, that's fabulous too!), you just need to accumulate that much movement over the course of twenty four hours.

## Why 10,000 Steps?

The 10,000 steps a day comes from government regulations that adults need to get in 30-60 minutes a day of moderate exercise. If you were to walk or jog five miles, it would probably take you 30-60 minutes. Also, for each 2000 steps the average Chick burns about a hundred calories. Burning 500 extra calories a day can lead to about a pound of fat loss per week. So by steppin' it up you are walking your way to a slimmer, sexier you!

## What about already active Chicks?

If you are already an active Chick with a physical job like waitressing or nursing, you may find that when you do a step test day that you already get in 10,000 steps a day. If this is the case, in order to reap the rewards of this challenge, you will need to increase your daily steps. Start with trying to get an extra 2000 in per day, and increase by 2000 each week. You can still take part in the challenge, since it's awesome that you are already getting in those steps. But in order to see the results and challenge yourself, you will need to step it up, literally!



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## Ideas On How To Step It Up!

- Take the stairs whenever you can. If you live on a high floor, take the stairs at least 5 flights up, then hop on the elevator.
- Get off the bus one stop sooner
- Park your car farther away from your office
- Get up to change the channel (just like in the old days!)
- Walk wherever you can: to return a dvd, go to the library, to the grocery store....if it's walkable, then leave the car at home
- When having coffee with friends, take your drink for a walk around the city
- Go for a walk on your lunch break, it'll also give you more energy for the afternoon.
- Set your phone timer to go off every hour when you are at work. At this time get up walk around the office, or do a few jumping jacks or marching in place.
- Don't sit on the bench and watch your kids play at the park – get in there!
- Find other Chicks on the forum and meet up for a weekly walk. What a fabulous way to make new friends too!
- When you go to the grocery store, take an extra lap around the store before checking out.
- Leave your phone in the other room, so when it rings you have to get up to answer it.
- Sign up for a fun walk/run. There seems to be one taking place every weekend!
- Walk the kids to school. You will get to spend more quality time with them, and encourage healthy habits for the whole fam!
- When on the phone, pace around the room – never sit still!
- If you are out at a bar – get up and dance! Don't just sit in the corner (and yes, you still should wear your pedometer when you go out!)
- Plan some more active outings with friends – like bowling, mini golf, paintball, or even just exploring a new part of the city... you can always see a movie or go out to eat after.



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## Tracking Your Steps

The following page includes a chart to track your steps into. Each evening record how many steps you walked that day. Reset your pedometer each morning and make it your goal to get to 10,000.

Yes, we know that you could toss your pedometer in your junk drawer and type in that you walked your steps everyday, but you would only be cheating yourself and wouldn't see any of the fabulous results that you will experience if you actually complete the challenge.

At the end of the week, tally up your steps! Make sure it meets or exceeds 70,000, so you can be in the running for the prizes.

***Good Luck Chicks – Let the Steppin' Begin!!***



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# 28 DAY PEDOMETER CHALLENGE



2 FEET AND A HEARTBEAT

## FIT CHICKS Let's Get to Steppin' Step Tracker

- 1 Walk 10 000 steps daily\* for 28 days.
- 2 Track your daily steps by entering into your FIT CHICKS *Let's Get to Steppin'* Step Tracker
- 3 At the end of the 28 Day Pedometer Challenge, email or fax your completed sheets to chickchallenge@fitchicks.ca or 647-436-6213 for a chance to win a free FIT CHICKS Bootcamp! – how fab is that!

\* Required 10k steps/day or 70k steps/week to qualify.

**Please note:** You must have Adobe Acrobat (Not Acrobat Reader) to be able to complete and save your "Let's Get to Steppin' " Tracker to your computer. If not, not to worry – you can print off the tracker and fax your entry to 647-436-6213 within 48 hours of the challenge end date.

NAME:

DAY	WEEK 1	WEEK 2	WEEK 3	WEEK 4
MONDAY				
TUESDAY				
WEDNESDAY				
THURSDAY				
FRIDAY				
SATURDAY				
SUNDAY				
TOTAL				



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