APPLICATION - 2013

Dutchess Ulster BetterU Makeover Challenge

Heart disease is the No. 1 killer of women in the U.S., taking the life of one in three women – almost one woman every minute. However, research shows that 80 percent of cardiac events in women are preventable and linked to poor choices, involving diet, exercise and smoking. That's why the American Heart Association's Go Red For Women® is helping women speak up for their hearts and change this statistic by offering a free online 12-week makeover, Go Red BetterU.



Powered by the science of the American Heart Association, Go Red BetterU provides guidance to help women transform their overall health through small, simple choices. Go Red BetterU gives women an opportunity to Speak Up and achieve a noticeably better state of well-being and heart health in just 12 weeks. Choose to be a BetterU at GoRedForWomen.org.

Locally, Central Hudson has agreed to sponsor the BetterU Challenge, a 12-week immersion into the AHA's BetterU program. Ten lucky participants will be selected to go through the 12-week challenge. Each participant will receive:

- Baseline, mid- & 12-week medical readings by Health Quest Medical Practice
- 3-month membership to Gold's Gym LaGrange
- Personal training with Gold's Gym
- Nutrition advice from Medical Professional
- Supermarket shopping outing
- Group support from other BetterU participants
- The power, resources and tools of BetterU Online.

Participants will be photographed before and after the 12-weeks, interviewed by media, asked to write about their experiences on the Poughkeepsie Journal's BetterU Blog and help us celebrate the program by attending as our guests at the Go Red for Women Luncheon on February 8, 2013

With Go Red BetterU, you'll learn smart strategies and gain new information on improving and maintaining your health, along with the encouragement and advice of local and online coaches. Each week will focus on a different area to follow for a complete heart makeover. Live longer and stronger by taking 12 weeks to invest in your health.

Interested in becoming a participant? Read and complete the attached application by Sept. 27, 2012.

Our Hearts. Our Choice. Choose a BetterU.

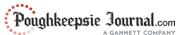
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**DEADLINE: Thursday, Sept. 27, 2012

Please either fax the completed form to (845) 486-5544
E-mail to BetterU@cenhud.com
Or mail to:



Central Hudson Gas & Electric Corporation Attn: BetterU 284 South Avenue Poughkeepsie, NY 12601

Name:	
Address:	E-Mail:
Phone Number:	Fax Number
Date of Birth (optional):	Do you smoke? Y N Race:
Please list important aspects of your medical histor	y (i.e. heart disease, high blood pressure, arthritis, diabetes, etc.)
Would you be willing to blog online about your exp	your primary medical provider to participate? Y N perience as you go through the BetterU Challenge? Y N form for interviews, media, and other promotional purposes? Y N
Previous Lifestyle Change/Diet Attempts:	
Please rate your readiness to change from 1-5 (1—necessary to prevent or treat heart disease): 1 2	no interest in making major lifestyle changes, 5—very ready to make the changes 3 4 5
demos, etc.)? Y N Will you be available to receive medical evaluation	the Kick-Off/Assessment? Y N men Luncheon on Feb. 8, 2013? Y N onal health coach from (Gold's Gym)? eminars during work hours approx. 4 hours. (seminars, grocery store tours, cooking a before and after program? Y N
	your time commitment to the BetterU program? Y N
What 3 things will you accomplish if chosen as a p	-
1)	
2)	
3)	

In 100 words or less, please describe why you want to participate in the 2013 BetterU Makeover Challenge and why you should be chosen:

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