

## 1000kg Industry Challenge 2018

The 2017 CMA Industry Heavyweights Competition between CMA President, Dusko Pejnovic, and CMA CEO, Carl Gibson, garnered strong support and attention from industry members. We received numerous requests for an industry-wide weight loss initiative. Our industry is the face of preventive health and we have amongst our ranks some of the most knowledgeable people when it comes to good nutrition and living well. As a result, we are pleased to advise that CMA will be running the 2018 Complementary Medicine Industry 1000kg Challenge.

This initiative will provide us all with the chance to raise awareness of preventive health, to engage as an industry, and to provide an avenue to share our expertise.

### Background

The CMA President and CMA CEO initiated an industry heavy-weight challenge last year. They believed that they should have bodies to match the face of the preventative health industry. Both aimed to shed 10 kilos each, ahead of the official weight-in at the CMA Annual Conference.

Together they successfully lost 22.1 kilos. The fundraising challenge aimed to raise \$10,000, eventually surpassing this, raising \$12,046. The event also gained strong support and attention from industry members.



At the request of members, we are opening up this years challenge to all CMA members.

### Get Involved

**Who can participate:**

Any CMA Member Company that wishes to get involved and form a team of participants

**Our Goal:**

1000kgs weight lost across the industry

**Timeframe:**

From 1st February until 19 September 2018 (CMA Annual Conference). Members are welcome to participate for all, or any of this time.



Members wishing to take part, please email us at [media@cmaustralia.org.au](mailto:media@cmaustralia.org.au) providing the following information:

- Company Name
- Name of Participants
- A team Captain (Name, Tel, Email) – to liaise with CMA, and advise of weight loss
- Team name
- A photo of the group, if possible

Once we confirm your registration, CMA will send you a weight loss chart. Please complete the form twice every month, on the dates on the form, and return it to CMA at [media@cmaustralia.org.au](mailto:media@cmaustralia.org.au).

If you are the only person within a company wishing to take part please email us as we can create a team of individuals from different companies.

### Tracking our Progress

CMA will be tracking progress, providing regular updates on our website, in our newsletter and on social media.

### Collecting for Charity

CMA encourages participants to raise money for local charities of your choice.

### Share your Stories

CMA also encourages all members to share their health tips, suggestions, recipes and photos of your delicious & nutritious lunchboxes, snacks, breakfasts or dinners on our social media. ([Twitter](#), [FB](#), [LinkedIn](#) etc.)

We also welcome participants to promote their company products on their own social media, which CMA can share on our social media.

### Announcement

The group that loses the most weight, on average, will be announced at the Awards dinner.

CMA will also announce the “most liked” picture of today’s breakfast, lunch, dinner or snack on our FB at the Awards dinner.

