

Lose Inches, Feel Healthier & Win a \$500 koi Wardrobe!

December 31st, 2009

Team up with koi founder and designer Kathy Peterson to achieve your weight-loss goals and you could win a \$500 koi wardrobe for the new you!

Here's what our fearless leader Kathy Peterson had to say:

"I always hated New Year's resolutions and never made them in the past. I think it was probably because I never had a resolution I felt passionate about. This year is different.

I was inspired by Laura, our customer service manager, who just started a weight-loss competition to encourage the koi team to be healthier. Anyone who's been around our office knows we're a food-focused group that loves food. We have some of the best cooks around on our koi team. I'm not one of them, but I am the person that brings in all the sweets.

I've decided to make a yearlong commitment to become healthier and lose 22 pounds from my current weight of 132 pounds for a goal weight of 110. My current weight may not seem like a lot, but it puts me in the BMI index of overweight because of my petite frame.

I want to encourage everyone to live healthier longer lives. We owe it to ourselves and everyone around us. In the spirit of koi, I created a contest to encourage you to reach your weight-loss goals. I hope you all join me. The more people who join our contest, the more it will help to encourage me and the koi team to reach our goals."

The Challenge:

Tell us your weight-loss goals and work to achieve them, charting your progress each month through the end of 2010.

The Grand Prize (One Winner):

\$500 koi Wardrobe for the new you!

(The winner can pick 4 new outfits per season from our new Spring, Summer and Fall catalogs that come out in 2011. A total of 12 new koi outfits!)

At the end of 2010, koi will select one winner that we feel best achieved their goals. We will publish the winner's story in our blog in January 2011.

Entry Requirements:

Initial requirements:

All entrants are required to submit (by email or mail):

- one current photo of yourself (clothed)
- your height, chest, waist and hip measurements
- your current weight
- your target weight or weight-loss goal
- why you want to achieve this goal
- name and address
- phone number
- email address

Monthly requirements:

All entrants will be required to check in with koi once a month to give us their updated status. Entrants who fail to meet these requirements may be disqualified.

Note: Please consult with your physician before starting any weight-loss program.

Entry Deadline:

All entries must be submitted by January 31, 2010.

Bonus Prize #1:

Everyone who meets the initial entry requirements (as outlined above) will receive a free reusable koi tote bag!

Bonus Prize #2:

To show her commitment, Kathy Peterson vows that if she does not achieve her weight-loss goals by 12/31/10, she will give \$100 in koi merchandise to each contestant that sticks with the program through the end of 2010, as long as they continue to provide monthly progress updates to koi.

So what have you got to lose? Enter today. Let's motivate each other to a healthier, happier you!

Submit your entry by January 31, 2010 to:

shiningstar@koihappiness.com

or

koi "healthier happier you" contest

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