

# MOUNT VERNON RISING NORTH CASTLE RISING WESTCHESTER RISING EASTCHESTER RISING SOUNDVIEW RISING HARRISON RISING PELHAM RISING RYE RISING

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Friday, March 5, 2010

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## THE GYM Armonk's YouTube Contest Awards Nearly \$7,000 in Services

High school prom is a defining event in a young adult's life, one that every teenager should attend feeling confident and memorable. To help make the milestone truly unforgettable, THE GYM Armonk has partnered with Paulo's Atelier Salon to create a YouTube video contest encouraging high school seniors to take better care of their bodies by getting healthy and in shape.

Two winners will be selected in the "Prep for Prom Challenge" — a male and female contestant — and each will receive nearly \$7,000 in prizes.

THE GYM Armonk's "Prep for Prom Challenge" was designed for teens who want to slim down, get into better shape and are ready to make a significant change in their lifestyles. High school seniors are invited to submit a one- to two-minute video on YouTube describing why they deserve to win and how the prize will personally benefit them. A panel of judges will review the submitted videos, which must be posted by Wednesday, March 10. Winners will be announced by Monday, March 15, and will receive a complimentary customized fitness assessment, personal training

and nutrition counseling for THE GYM Armonk.

The program will begin at least three months before prom and run until the week before each winner's big night. The winners will also receive a skincare consultation from THE GYM Armonk's escape spa professionals, and \$1,000 in services from Paulo's Atelier Salon over the course of one year for both themselves and their families. Each winner's parents or legal guardians will also receive a free one-year membership at THE GYM Armonk.

"Our goal for this contest is to promote physical activity in high school seniors," said Jamie Nicastrì, THE GYM manager. "We are encouraging them to use their creativity to market themselves as a contestant while also leading a healthier lifestyle." To be eligible, contests must be high school seniors willing to commit to a four-day per week workout plan, which includes nutrition counseling and personal training.

For more information, including contest rules, visit THE GYM Armonk Web site at [www.gettothegym.com/armonk](http://www.gettothegym.com/armonk).