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Challenge to seniors: Shape up for prom

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For The Journal News

Sitting up straight with her shoulders back, Lia Iacuone, a senior at Mahopac High School, explained her motivation for entering The Gym Armonk's Prep for Prom Challenge in her YouTube video.



Lia Iacuone

"I hope to be selected for this challenge because I want to make a conscious change in my active lifestyle," she said.

The Gym has teamed up with Paulo's Atelier Hair Salon in Bedford Hills to create a YouTube contest aimed at encouraging high school seniors to take better care of their bodies and get in shape for that all-important event: prom.

All local high school seniors and those in Greenwich, Conn., can enter by submitting a one- to two-minute video on YouTube describing why they deserve to win and how the \$7,000 in prizes would personally benefit them. Participants then must send an e-mail to PrepforProm@gmail.com with the link to their videos.

The contest runs through Thursday, and the winner will be chosen Monday.

For Iacuone, a straight-A student and past gymnast, entering was a perfect way to prepare for the near future.

"I've always wanted to have a healthier day-to-day routine, and this challenge motivated me to get active and make a significant change in my lifestyle choices," she said.

Iacuone, 18, also expressed excitement for the nutritional counseling that is part of the prize package.

"You really don't get that at many gyms," she said, "and I

On the Web

For more information, visit The Gym Armonk's Web site:
www.gettothegym.com/armonk

think it's a great way to learn which nutrients will work best for my body to function at its optimum level."

The winner gets \$1,000 in services from the Bedford hair salon over the course of the year for them and their families and a free customized fitness assessment, personal training and nutritional counseling.

Even if she doesn't win the prizes, Iacuone, who plans to attend Fairfield University in the fall to study nursing, says she intends to continue her lifestyle transformation.

"I made a resolution to continue to exercise to the best of my ability in whatever facilities are available around my area," she said. "I will continue to stay active in order to better prepare myself for college and for whatever my future holds."

Parents and guardians are also encouraged to get involved. They will win a free yearlong membership at The Gym if their child is chosen.

"The students who win will be training at The Gym four days a week for three months," said Rachel Mackles, The Gym's communications director. "If the winners had their parents working out at The Gym as well, they are more likely to feel supported and comfortable and would want to train at their highest potential."

Although all seniors are encouraged to enter, the contest is ideal for those who are ready to make a conscious change in how they live.

"The purpose of this contest is to get high school students motivated to present themselves in a creative way. We want to give them the opportunity to be creative and goofy and, most importantly, the opportunity to have fun," Mackles said. "This will not only send the winners to prom feeling good about themselves, but it will also, more importantly, get them ready for college."