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AARP Launches the “Fit & Fun Health Challenge”

AARP Wellness Ambassador Denise Austin and her daughter team up to underscore the importance of intergenerational fitness

WASHINGTON, DC – (May 7, 2018) Today, AARP launched its first ever Fit & Fun Health Challenge and Sweepstakes with AARP Wellness Ambassador Denise Austin and her daughter, fitness trainer and health coach, Katie Austin.

The Fit & Fun Health Challenge was created to motivate people 50 and older to adopt healthy habits that will help them to live well – with their loved ones and friends. According to a 2016 AARP Survey on physical activity, three-quarters of adults 40 and older reported seeing benefits from exercising; however 25 percent lacked the enthusiasm to complete a fitness program.

This challenge encourages participants to find a walking buddy –friend or loved one—and walk 30 minutes a day. Participants can also join the Fit & Fun online community, which provides healthy lifestyle tips, fun daily fitness hacks, and content from walkers across the country.

“Living a healthy life is important to Americans as they age. Research shows they often fail to do so because they struggle to stay motivated and engaged. The activities in this challenge are designed to keep participants motivated and performing them with family and friends will keep it fun,” said Julia Alexis, Vice President at AARP.

Every week, Denise and Katie will share new videos, articles and fitness tips on the Fit & Fun website to keep participants inspired.

“Katie and I have been walking together since she was a baby! She’s an awesome workout partner. Having an accountability buddy keeps everyone motivated. We hope this challenge will promote fun and healthy habits that people can keep for a lifetime,” says Denise Austin, AARP Wellness Ambassador and former member of the President's Council on Physical Fitness and Sports.

According to a 2005 study conducted by doctors at The Miriam Hospital/Brown Medical School and University of Massachusetts Dartmouth, “obese participants with a successful weight loss accountability partner lost more weight than those who did not have partners.”

AARP members and anyone 21 or older is invited to join the challenge. The Fit & Fun Health Challenge and Sweepstakes runs for 8 weeks through June 30. Participants can enter anytime for a chance to win the grand prize – an all-inclusive spa vacation for two.

How can people register? Visit aarp.org/challenge to sign-up and visit the Fit & Fun Health Challenge site daily to complete activities and log their daily walks. Every day, participants can earn entries for a chance to win.

NO PURCHASE NECESSARY. NO PHYSICAL ACTIVITY REQUIRED. Legal residents of the 50 United States (D.C.) 21 years and older. Ends 6/30/18. To play and for Official Rules, including odds, and prize descriptions visit aarp.org/challenge. Void where prohibited.

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About AARP

AARP is the nation’s largest nonprofit, nonpartisan organization dedicated to empowering people 50 and older to choose how they live as they age. With a nationwide presence and nearly 38 million members, AARP strengthens communities and advocates for what matters most to families: health security, financial stability and personal fulfillment. AARP also produces the nation's largest circulation publications: AARP The Magazine and AARP Bulletin. To learn more, visit www.aarp.org or follow @AARP and @AARPadvocates on social media.

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