



## OFFICIAL RULES & REGULATIONS

# Congratulations!

---

You have just made one of the most important decisions of your life and we want to officially welcome you to the Hynes Fitness Challenge!

This is an easy to follow, step-by-step plan that will help you get into the best shape of your life. We're all frustrated with diets and gimmicky exercise programs; this is your chance to try something that really works.

We want to help you obtain optimal health and get into the best shape of your life! The Hynes Fitness Challenge has helped many people to get do just that in the last couple of years and now we want to share it with you.

The key to your success with this program is to make healthy lifestyle changes and take small steps that will allow you to achieve the result you've been looking for. We recommend that you do this by eating 5 - 6 small meals spread throughout the day and that you begin a combination of cardiovascular and weight resistance training into your routine. Keep in mind it's important that you enjoy these activities and changes so that you'll stick with them in the long run.

There are two main reasons that people fail when they start new diet and exercise programs:

- People simply start out with the wrong information
- People lose motivation

When you have a program that's easy to follow and one that gives you the right tools to help you stay motivated your great results are right around the corner. One thing to remember is, it won't happen without work, hard work. But if you have the right road map and if you're motivated to follow it through to its finish, YOU CAN get into great shape.

Now, listen carefully...

No matter what shape you are in now, you CAN improve your health, your body and by extension, your self-image! In many cases you may improve so much that your family and friends won't believe the transformation.

Ok, let's get started!

Kurt & Randy Hynes, Founders  
Hynes Fitness Challenge



# OVERVIEW

---

## Our Challenge

- **Length:** 90 Days
- **Start Date:** Varies
- **Entry Fee:** \$49 Standard - or - \$269 for Gold Coaching



- **Contest Name:** New Year's Challenge
- **Starts:** January 1st (Take "before" photos no earlier than January 1st)
- **Ends:** April 1st (Take "after" photos and submit along with "before" photos and brief narrative of your journey)



- **Contest Name:** Summer Body Challenge
- **Starts:** June 1st (Take "before" photos no earlier than June 1st)
- **Ends:** September 1st (Take "after" photos and submit along with "before" photos and brief narrative of your journey)



- **Contest Name:** Autumn Challenge
- **Starts:** June 1st (Take "before" photos no earlier than September 1st)
- **Ends:** September 1st (Take "after" photos and submit along with "before" photos and brief narrative of your journey)

# Timeline



## Structure & Categories

### Age & Gender Categories

- Female (18-39) and (40+) Age Groups
- Male (18-39) and (40+) Age Groups

### Six Total Winners Will Be Selected

- Overall Transformation: Each category (4 winners)
- Best Abs: Male and Female category (2 winners)

### How Are Winners Selected?

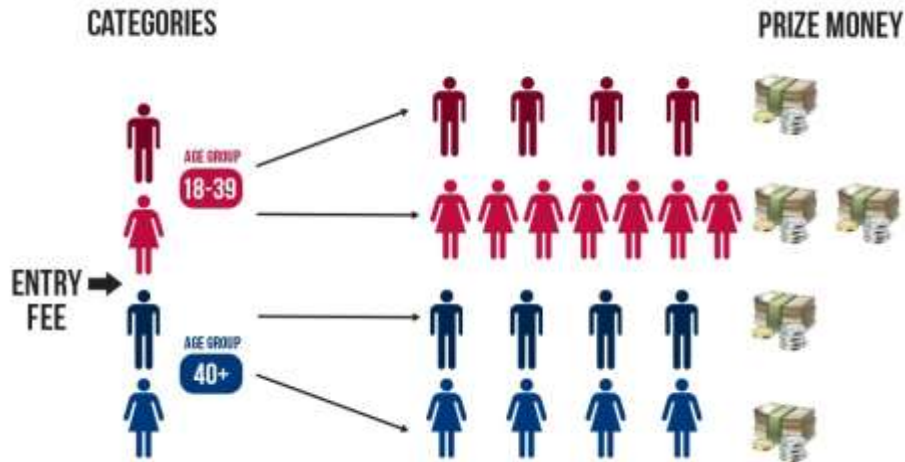
At the end of our 90 day challenge, we collect and analyze all of our participant's results with panel of fitness experts. You have 2 chances to win as we select 1 Overall Transformation winner for each age and gender category as well as 1 winner for the Best Abs for each gender.

For our Overall Transformation Winner, we are looking for individuals that have made the "largest transformation" and at the same time take into consideration their journey and obstacles the participant has overcome to achieve them. We base our decisions off of the before and after photos, measurements, and the brief write up of their personal journey.

For our Best Abs winners, we are looking for the individual with the defined abs/stomach in their "after" photos.

### What Do I Win?

The amount of prize money paid out for each category winner is determined by the number of participants in each gender and age category. The more participants, the larger the pot of prize money to be paid out. Typical prize payouts have ranged between \$120 on up to nearly \$1,000.



## How You Can Win / Categories

### Overall Transformation

Potential for 4 Winners

(1 winner per age group and Male and female groups)

(Judges reserve the right to award an additional Honorable Mention and/or Inspirational Award)

Required picture poses are:

- Front Photo – With newspaper held on side
- Rear Photo
- Side Photo
- Ab photo
- Optional Photo- Your choice

Winners will have lost body fat and gained lean muscle during the contest as seen through their photos (made the most transformation). Photos cannot be retouched and there must be a current (for the day of the photo) local newspaper with the headline and date visible in the front photo.

### Best Abs / Core

Potential for 2 winners (1 male and 1 female)

Having a toned midsection (six-pack abs) is something that all want to aspire to accomplish. Your photos will be reviewed and voted on by non-participating judges comparing before and after photos.

Winners will have the best abs as shown in their “after” photos . Photos cannot be retouched, must be a current (for the day of the photo) local newspaper with the headline and date visible in this photo.

- Share your progress on the [Hynes Fitness Challenge Facebook Fanpage](#)
- Check out the Blog on <http://www.hynesfitnesschallenge.com/blog/>

# Body Fat Analysis

Knowing your body fat percentage is an important first step towards achieving your transformation goals. Body fat percentage is the amount of fat on your body. It's what you REALLY want to lose. Losing weight can be a lot of things. Weight can be water, muscle, or body fat. When you step on a scale, you only see weight. The scale can only tell you whether you gained or lost weight, but it cannot tell you what that lost weight is. This is where knowing your body fat percentage is crucial and after 16 weeks you will have a thorough understanding of just that.

Hydrostatic or underwater weighing is considered the most accurate measurement method available. Body fat is determined by measuring the amount of water you displace when you enter the tank.

The procedure is based on Archimedes' principle, using the following three measurable values: The weight of the body outside the water, the weight of the immersed body and the density of the water. Then the formula below can be solved for the density of the body:

Below are key targets for you to help determine your body fat goal.

<b>Body Type</b>	<b>Female</b>	<b>Male</b>
Athlete	<17%	<10%
Lean	17-22%	10-15%
Normal	22-25%	15-18%
Above Average	25-29%	18-20%
Overweight	29-35%	20-25%
Obese	35+%	25+%

## Photo Tips

1. Show as much of your physique as possible. Remember that you will be judged on the most dramatic change, so we must be able to see your body clearly (swim suits or gym trunks are strongly recommended).
2. Try to shoot in front of a plain surface (preferably a white (or solid colored) wall or background). The idea here is you and your body should stand out, not the background.
3. Wear a solid colored swim suit or shorts, again you want to stand out in the photo, not your clothing.
4. When you shoot your "after" photos, if possible, wear similar clothing and shoot in a similar location as your "before" photos (the same location, if possible). You don't need to flex or pose; just stand up straight, with your arms slightly angled at your sides. In both sets of photos, you should be directly facing the camera (no side shots or profiles).
5. Make sure that when you take your photos you are as close as possible to the camera. If the photos are too far away, we cannot judge your entire physique, nor can we see the newspaper headline.
6. See photo examples on the next page.

7. If possible, have your “after” photos taken professionally. Your photos will count for 100% of your score, so make sure they look good!
8. Please note that Polaroid and negatives will not be accepted.

## FAQ

Q: How to win?

A: There will be a winner for all of the main categories all winners will be paid in a pool style format.

- Overall Transformation(6 winners- 1 per age group and gender class)
- Best Abs / Core (2 winners- 1 male and 1 female)

Q: How are the winners chosen?

A: It depends on the category and will be determined as follows:

- Overall Transformation: In this challenge your before and after photos will be voted on by a panel of non-participating judges.
- Best Abs / Core: In this challenge your after photos will be voted on by a panel of non-participating judges.

Q: How much will the winners win?

A: This is a not for profit event and funds will be paid out as prize money. The amount of prize money in each category will depend on the number of participants in that event, once the registration process is final, prize amounts will be announced.

Q: How to begin?

A: To enter the challenge you must complete and return registration form, check or paypal payment, and

before photos taken with a local newspaper, weekly publication (i.e. magazine, newsletter, etc.) , or online newspaper printout before January 6th deadline.

Q: What should I do for training and dieting?

A: This will be the key to your success and we have included a sample training and diet program from EAS, Body for Life, Beachbody (P90X), Labrada, that many people have had great success with. However, you are free to use whatever system and diet you choose.

Q: How do I measure my body so that I can track the changes?

A: Measurement Guide:

Bicep: Measure at its largest girth, taken flexed.

Chest: Standing, measurement taken around then nipples with chest expanded.

Waist: Standing, measure at the narrowest point or at the midway point between the top of the hip bone and the bottom of the rib cage.

Hips: Measure at the largest girth, where the butt is protruding the greatest. Thigh: Standing, measure at the largest girth, just below the butt.

Calf: Seated if you are measuring yourself or standing if you have a partner, measure at its largest girth.

Q: Why do I need to hold up a newspaper in my before and after pictures?

A: We require that you hold up a newspaper or print off from an online paper, magazine, etc. with a printed date visible for the front picture in order for us to authenticate the dates the photos were taken.

Q: Do you have exercise and nutrition resources that will help me during the Hynes Fitness Challenge?

A: Yes! We will be emailing you a Fitness and Nutrition Guideline after are registered, also you can to our blog at [www.hynesfitnesschallenge.com](http://www.hynesfitnesschallenge.com) for additional resource.

Q: How do I keep track of how I am doing during the Hynes Fitness Challenge?

A: You will need to measure your progress while on the Hynes Fitness Challenge and then submit that as part of your completed entry form. Some people measure their success by the amount of weight lost or muscle gained. Others go by their dress or pant size. Whatever your method of measurement is, be sure to commit to it and list it specifically in your completed entry form! Body measurements help you stay on track! Make a note of your starting and finishing body measurements, and monitor your progress carefully for the duration of your Challenge. This will also help you to stay accountable.

## Official Rules & Regulations

1. Void where prohibited by law. Contestants from the Continental United States and Canada only. Any cash prizes awarded will be in United States currency.
2. Anyone who has competed as a professional bodybuilder or a professional fitness/figure contestant is not eligible.
3. No member of HynesFitnessChallenge.com (Randy and Kurt Hynes) will be allow to compete in the Transformation/ best abs events.
4. You must be at least 18 years of age at the time you enter the contest. Consult a qualified medical doctor before beginning any weight training, diet, or fitness program. All contestants assume all risks associated with participating in the contest. Participants and their Trainers agree to release and hold harmless Hynes Fitness Challenge, its officers and agents, and all judges, of any and all liability from loss, risk, damage, or injury that may occur from participating in the Hynes Fitness Challenge. (If under 18 participants must get signed parents approval)
5. You must be 100% drug-free to compete in the Hynes Fitness Challenge. The prize winners may be tested by urine analysis, polygraph, and any other means Hynes Fitness Challenge deems necessary. Anyone testing positive for anabolic steroids, prescription diuretics, non diabetic insulin, or non-prescribed thyroid medication will forfeit their winnings to the next highest scoring competitor.
6. All winners will be notified by mail, e-mail, phone, or in person.



7. Incomplete registration packets may result in the contestant disqualified, so please submit your packages after you have carefully checked it. Hynes Fitness Challenge is not responsible for lost, damaged, or incomplete entries.
8. Hynes Fitness Challenge reserves the right to amend the rules or change prizes. In the event of any changes, the prizes will be of equal or greater value. Prizes are nontransferable. Prizes subject to availability.
9. Age categories may be adjusted depending on the ages of participants – all participants will be notified of any such changes.
10. All judges' decisions are final. Winners to be determined at judges' discretion.
11. Participation in this contest grants Hynes Fitness Challenge the irrevocable license to use the name, testimonial,
  1. diet, workout, pictures, and any other information related to the contestant's participation in the contest for promotional and advertising purposes. All information and materials submitted become sole and exclusive property of Hynes Fitness Challenge. Participants' scores are confidential and may not be disclosed.
12. Contestants and their trainers agree to indemnify the Hynes Fitness Challenge, their officers, directors, employees, agents, and all judges for all legal costs, including attorney's fees, in the event that Hynes Fitness Challenge is named in, or threatened to be named in, any lawsuit, arbitration, mediation, or other legal or equitable action arising from their participation in the contest.
13. Reasons for disqualification include, but are not limited to:
  - Incomplete Entry
  - Missing or Improper Pictures
  - Missing Contest Deadlines
  - Lost Entry
  - Invalid Contact Information

## Questions?

Contact us at [www.HynesFitnessChallenge.com](http://www.HynesFitnessChallenge.com)