

Mission: Get fit and win prizes

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KENNY ROGERS Roasters Health Watch 2009 will see eight pairs, including celebrity pair Ilyka and Ferhad, on a mission to get fit and win prizes worth more than RM25,000 this year.

Up for grabs are meal vouchers from Kenny Rogers Roasters, exclusive fitness training programmes from GetActive and various GINTELL items including the G-Pro Unique Comfy Massage Chair for the grand prize winner.

To kickstart the annual challenge on Monday, celebrity pair Ilyka and Ferhad gave a mini fitness demonstration. They performed a partner training demonstration with the personal trainers from GetActive – the fitness centre chosen for the campaign.

The campaign to encourage people to lead a healthy life, now in its fifth edition, will run for eight weeks.

Participants will undergo carefully-monitored diet and workout regime.

They will be given a diet programme which consists of recommended food intake suitable for the average Malaysian.

This includes dining at Kenny Rog-

ers Roasters at least three times a week.

“With proper exercise and good diet following our ‘Less fat ... less salt ... less calories’ tagline, you will be healthy, feel better about yourself and be able to combat weight or health related issues,” said Berjaya Roasters senior brand manager Esther Woo.

The workout regime customised by GetActive for each participant will include personal training and interesting group exercise classes.

Participants will work out at the fitness centre at least three times a week in pairs to give better support system and for mutual encouragement.

GetActive managing director Chloe Lai said some workouts will be held outdoors too “so it will not be a mundane routine, and will help maintain the participants’ interest”.

Points will be awarded based on their consistency, discipline and their results at the end of the challenge.

Any contestant caught cheating in their diet or training programme will be “head for the roast” – penalty of

additional exercises added onto an individual’s exercise programme.

This year, participants will get the chance to gain extra points through the finale’s mini fitness challenge where they will be tested on their endurance, flexibility and strength in order to complete the race in the fastest time.

The winning pair will be judged based on their final results of their Body Mass Index (BMI), body fat percentage and waist-to-hip ratio, their attendance and discipline throughout the challenge.

Also to be taken into account is their “fitness age” – where one will find out if their fitness level is younger than their actual age through their body composi-

tion, cardio, strength and flexibility.

Apart from that, participants are encouraged to document their progress and experience online on Malaysia’s latest women’s community platform – Venusbuzz.

On www.venusbuzz.com, the public can post messages of support, view the participants’ progress and vote for their favourite pair.

Visitors can also join the online competition called “Share Your Best Health Secrets” to win Kenny Rogers Roasters meal vouchers and an exclusive invite to the finale to cheer for their favourite pair.

For details, visit www.krr.com.my or www.venusbuzz.com



The participants, including Ferhad and Ilyka (centre), at the Kenny Rogers Roasters Health Watch 2009 campaign.