



Nick Smith's Trainer Plus
5760 Shirley St.
Naples, Fla. 34109
(239) 514-2090
www.trainerpluschallenge.com

Media Contact
DREAMFly Marketing, Camden Smith
(239) 682-0082
Camden@dreamflymarketing.com
www.dreamflymarketing.com

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FOR IMMEDIATE RELEASE

Weight Loss Contest Draws Dozens of Contestants from Across U.S. Hours After Opening for Registrations

Challenge to Change Competition • Sept. 15-Nov. 30, 2010 • Register at trainerpluschallenge.com

(Naples, Fla.) –A 30-day weight loss contest based out of Naples, Fla. is drawing attention from all over the United States, because of its unique grand prize, free cosmetic surgery. *Challenge to Change* asks people to get into their best personal shape, and when registrations opened on Wednesday, Sept. 15, dozens of people had already registered.

The contest, hosted by Trainer Plus owner Nick Smith in Naples, Fla., is alluring to those looking for more than just weight loss. Many of the registrants are setting goals to drop 20 to 40 pounds or more, so the \$6,000 cosmetic surgery grand prize has been appealing.

Smith explained his approach to weight loss is a mental one to get people out of their own way. He entered into the nutritional supplement and fitness industry right out of high school, more than 20 years ago, and 11 years ago developed his own brand of all-natural weight loss products and protein shakes called Trainer Plus.

“I’ve been in the business of emotional fitness for 20 years. I also believe in the Trainer Plus products I’ve developed, because I’ve witnessed how they empower people to break through their body’s current barriers in a healthy, natural way” Smith said.

The Miami Dolphins have used Trainer Plus supplements for speed, endurance and weight loss as has founder and owner of the Papa John’s Pizza Chain John Schnatter. Smith provides corporate fitness training to the Papa John’s employee family.

“If someone loses an excessive amount of weight, they can end up with loose or sagging skin, so there can be a valid cosmetic need for improvement that would otherwise deter them from trying to lose weight. Others may simply believe that they can never change maybe one specific area of their body regardless. Now, there is no excuse either way,” said Smith.

Like any medical procedure, cosmetic surgery requires serious consideration with procedures ranging from body work such as skin tightening to facial improvements like face lifts. Smith said the grand prize will motivate those who feel that weight loss or toning might leave them wanting more or could leave them with a real medical need for cosmetic improvements.

Smith is offering Trainer Plus supplements to Challenge to Change participants in packages ranging from \$49 to \$149, but contestants are not required to purchase any of his products to compete. Registration is required and free at <http://www.trainerpluschallenge.com>.

Three optional competitor weight loss levels are available to contestants: **Basic, Driven and Full Throttle.** Each package offers unique fat burning potential. The basic package provides a natural mood booster and appetite suppressant with a fat burning supplement while the Driven Competitor Package offers those benefits plus an energy booster for stamina.

The Full Throttle Competitor Package is a 3-in-1 Trainer Plus Weight Loss Program to kick start contestant’s metabolisms and fast. This supplement package includes a 30 day supply of Trainer Plus and Stack Force as well as Smith’s rapid detoxification plan and nutritionally rich Meal Replacement Shake.

Competitors may participate from anywhere in the United States and begin their 30 days of weight loss on their own schedule during the registration period from Sept. 15 to Nov. 30, 2010. Following registration, they must provide a before photo the day they begin attempting to lose weight. Final results will be reported by Dec. 31, 2010 with before and after photos or video as well as the contestant’s story about how the contest helped with weight loss and how the person will use the grand prize.

About Trainer Plus:

Trainer Plus was founded on the principle of family, corporate and personal, with a strong belief that homeopathic and natural products play a key role in securing and maintaining a healthier lifestyle. Owner Nick Smith is a certified personal trainer and nutrition consultant. The media may contact Camden Smith of DREAMFly Marketing at (239) 682-0082 or at Camden@dreamflymarketing.com.

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