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**FOR IMMEDIATE RELEASE**

## **LIVESTRONG<sup>®</sup> Fitness Launches Prize-a-Day Sweepstakes**

*Register to win daily LIVESTRONG prize packages valued at over \$60*

**COTTAGE GROVE, Wis. (November 12, 2010)** – LIVESTRONG<sup>®</sup> Fitness is giving away daily prize packages consisting of a LIVESTRONG gym sack, LIVESTRONG aluminum water bottle, a copy of Lance Armstrong’s inspirational memoir “*It’s Not About the Bike: My Journey Back to Life*,” and an iconic yellow LIVESTRONG wristband. It’s all a part of the Prize-a-Day Sweepstakes, which runs November 12 – 22, 2010.

There are two fast and easy ways to register for the sweepstakes:

1. Simply go to [LIVESTRONGFitness.com](http://LIVESTRONGFitness.com) and click the “*Win*” icon found on the bottom left side of the home page. Provide a name and e-mail address, then click the “submit” button. Those who register will automatically be entered to win a daily prize package. They will also receive special alerts and great deals on LIVESTRONG Fitness products, including the launch of the upcoming Special Edition LS28IC Indoor Cycle.
2. Follow LIVESTRONG Fitness on Twitter (@LIVESTRONGFit).

One lucky winner will be drawn daily (November 12 – 22) from a pool of online registrations and Twitter followers collected over the duration of the sweepstakes. Only one registration is required to be eligible for a daily prize package valued at over \$60.

For more information about the Prize-A-Day Sweepstakes, visit [LIVESTRONGFitness.com](http://LIVESTRONGFitness.com).

**-more-**

## **ADD ONE: LIVESTRONG Fitness “Prize-A-Day” Sweepstakes**

### **About Johnson Health Tech North America**

Johnson Health Tech, the fourth largest fitness equipment manufacturer in the world, is home to some of the most respected brands in the fitness industry, including: Matrix, Vision, AFG, Horizon and **LIVESTRONG**. The company manufactures a wide assortment of fitness equipment for both commercial and residential use, including treadmills, elliptical trainers, exercise bikes and strength training equipment.

### **About LIVESTRONG**

At **LIVESTRONG**, we fight for the 28 million people around the world living with cancer today. There can be—and should be—life after cancer for more people. That's why we kick in at the moment of diagnosis, giving people the resources and support they need to fight cancer head-on. We find innovative ways to raise awareness, fund research and end the stigma about cancer that many survivors face. We connect people and communities to drive social change, and we call for state, national and world leaders to help fight this disease. Anyone anywhere can join our fight against cancer. Join us at **[www.LIVESTRONG.org](http://www.LIVESTRONG.org)**.

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