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## **Highway to Health Fitness Challenge: A Journey Towards Wellness and Amazing Rewards**

Scottsdale, AZ - March 18, 2024 – Get ready to lace up your sneakers and embark on an exciting journey towards better health and incredible rewards with the highly anticipated Highway to Health Fitness Challenge, kicking off on April 15, 2024.

Presented by THN Direct, this transformative 90-day challenge invites participants from all walks of life to choose between two dynamic challenges – the Step Challenge or the Exercise Challenge – and take steps towards achieving their fitness goals.

Participants in the Step Challenge aim to achieve 40,000 steps per week, while those in the Exercise Challenge strive to accumulate 70 points through various physical activities. As an added incentive, participants have the opportunity to win a plethora of amazing prizes, including a \$5,000 Dream Vacation, Fitness Equipment, a Custom Workout Plan valued at \$600, Achievement Awards in six categories, and additional jaw-dropping surprises.

"The Highway to Health Fitness Challenge is more than just a fitness program – it's a journey towards better health, camaraderie, and the chance to win outrageous prizes," says Brian Hazelgren, Chairman of the event. "We invite everyone to join the fun and rewards of achieving better health and wellness."

With an entry fee of \$197 for individuals or \$167 for each participant of a team, participants receive over \$2,100 in value, including access to personalized wellness coaching, nutrition resources, and exclusive discounts on health and wellness products and services.

"We are thrilled to support the Highway to Health Fitness Challenge," says Brandey Flynn, Brand Manager of One Perfect Business. "As an avid fitness junkie, I believe this Challenge is a disrupter of how people can have a lot of fun, feel better, and earn some pretty amazing prizes. Who doesn't want to feel better, have fun and get a chance to win a \$5,000 vacation?"

Madison Schnarr and Vanessa Kurtz, globally recognized Fitness Coaches and partners of Phases of Fit, add, "The Highway to Health Fitness Challenge breaks all the rules of a boring and typical exercise challenge. It's fun, customizable, and extremely rewarding, with some incredible prizes anyone can win no matter what phase of their fitness journey they are in."

Don't miss this opportunity to join the Highway to Health Fitness Challenge and transform your health and well-being. Learn more and sign up today at [highwaytohealthusa.com](https://highwaytohealthusa.com).

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