

Weight Management Industry Awards of Excellence People's Choice Award: Best Weight Management Program of the Year 2015

Cambridge Weight Plan takes out Global Weight Management Congresses prestigious People's Choice Award: Best Weight Management Program of the Year!

Cambridge Weight Plan has taken out the inaugural **Best Weight Management Program of the Year** at this year's Global Weight Management Congress.

Presented on the 8th May 2015 at the Brisbane Convention Centre, the awards implemented to acknowledge the commitment and involvement of those in the weight management community both in Australia and overseas; with the objective of applauding those who are helping people make significant health changes in the lives of others.

Overall, the rigorous judging process including a written submission and panel interview saw the competitive awards 400 nominees and 200 entries short-listed to five inspirational finalists.

The **Best Weight Management Program of the Year** is a nod from industry peers and applause to Cambridge's extraordinary and significant program that encourages a healthy and sustainable approach to weight loss and permanent lifestyle changes.

Specifically, Cambridge Weight Plan has invested heavily in research to determine how its programs can offer improved medical status and healthy weight loss, to people with obesity-related medical conditions such as diabetes and osteoarthritis. The brand's philosophy is that long-term weight management is the key to success, and is their key objective for the research undertaken.

And it's a real coup for the Cambridge Weight Plan as they were up against some tough competition with over 6000 votes being placed by the public for the competitive People's Choice Awards.

'As an evidence-based company, we are committed to investing in research in order to significantly improve the health status and obesity crisis that is so prevalent in Australia today. The passion of our Consultants in wanting to make a difference and transform lives both inside and out, is evident from the thousands that have lost and maintained successfully in the 3 years since we launched in Australia. We are so very proud to have received this award and are sincerely grateful to the People who voted for us' Helen Zenios, Distributor and Marketing Director.

"Every day people are making significant changes in either their own lives or the lives of others in regards to obesity, and it is for this reason that the Annual Weight Excellence Awards is such an important date in our industry's calendar", explains Sonja Bella, organiser of Australia's first Global Weight Management Congress.

“Until now, the weight management community has not had industry-focused recognition for standout members and practitioners... this really is an important industry first event!

“I am both excited and humbled to be able to offer this recognition to those who deserve it most and many of our winners really do have the weight of the world in their hands.

“Individual responsibility can only have its full effect where people have access to a healthy lifestyle, and are supported to make healthy sustainable choices and it is our inspirational award winners who are actively helping to facilitate this change and support individuals who are either overweight or obese.

“So it is essential that people like Cambridge Weight Plan continue help battle the issue and we as a community celebrate these pioneering new ways forward!”