



DEPARTMENT OF THE ARMY  
FAMILY AND MORALE, WELFARE AND RECREATION COMMAND  
4700 KING STREET  
ALEXANDRIA VA 22302-4416



## FOR IMMEDIATE RELEASE

### For More Information Contact

William Bradner  
Deputy Public Affairs Officer  
Family and MWR Command  
william.bradner@us.army.mil  
(210) 424-8170

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### Army MWR contest promotes healthy lifestyle, resiliency

By William Bradner  
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Fifty-nine garrisons world-wide will participate in the “Strong B.A.N.D.S.” promotion in support of National Sports and Fitness Month in May.

B.A.N.D.S. stands for Balanced lifestyle, Actively motivated, Nutritional health, Determined to excel, Strength and conditioning. The MWR promotion is designed to energize and inspire community members to live a healthy lifestyle.

“Resiliency is about more than just emotional, Family, social or spiritual fitness,” said Amy Leon, Family and MWR Marketing Specialist overseeing the promotion. “It all starts with a healthy body. We want to inspire our Soldiers and Families to make nutrition and physical fitness a priority.”

Each participating garrisons will host a minimum of three fitness- or health- related events throughout the month. Participants will be given silicone wristbands that symbolize the community's commitment to a healthier lifestyle.

Soldiers involved in the Army’s World Class Athlete Program and All-Army Athletes Program will wear the Strong B.A.N.D.S when they compete to generate awareness and show support for the program.

Family and MWR customers— regardless of whether or not their garrison is participating-- have a chance to win fitness- and health-related prizes through the online “Strong B.A.N.D.S. Every Day in May Prize Giveaway.”

A fitness or health question will be posted on the All Army Sports Facebook page ([www.facebook.com/TheAllArmySports](http://www.facebook.com/TheAllArmySports)) each day in May. Those who answer the question correctly will be entered into a random drawing for prizes ranging in value from \$15 to \$300.

“The real goal is to get people to commit to a healthy lifestyle, and get out and exercise,” Leon explained. “But with the online contest, if we can get folks to start thinking about health and fitness, we’re headed in the right direction.”

**Story on Army.mil:**

<http://www.army.mil/-news/2011/04/25/55494-army-mwr-contest-promotes-healthy-lifestyle-resiliency/>