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## InfoCision employees lose a ton... and hope they never find it again

**Akron, Ohio, September 8, 2008** – It's the final weigh-in at the corporate fitness center and employees at InfoCision Management Corporation are nervously awaiting the final results of their 12-week company-wide Weight Loss Wars challenge. When the numbers were tallied, the 226 employees who participated lost 1,896 pounds - close to one ton!

When a close friend had a heart attack, Ray Critchfield, InfoCision helpdesk and production support specialist, realized he needed to get back to a healthy weight and healthier eating habits. "After my friend, who is the same age as me and in, what I thought, better health had a heart attack I knew I had to do something. The contest came at a perfect time, giving me the incentive I needed to lose weight and create healthy habits," said Critchfield.

Ray was the third place winner in the male category losing 13.7 percent of his body weight and winning \$400. He also placed first in the most pounds lost during the contest, losing 53 pounds.

InfoCision's Weight Loss Wars, which ran from May 28 - August 20, 2008, was inspired by 'The Biggest Loser' TV show. "We're always looking at fun and different ways to improve employee health and wellness. We assign a team leader who chooses how they want to motivate their team," said Laura Korzeniewski, health and wellness coordinator for InfoCision. "Some team leaders send out weekly motivational emails or hold a healthy food potluck lunch once a week. Others brought in fruit so their team was less likely to make a poor food choice if they forgot their afternoon snack – they were really creative."

This is the second Weight Loss Wars challenge InfoCision has sponsored. So far it's been a success for employees like Regina Aman, who was the first place winner in the female category, losing 16.4 percent of her body weight and winning \$875. "The choices that I have made over the last 12 weeks have enabled me to do things that I have always wanted to do like kayaking – and this winter I am hoping to take up cross country skiing. There is a brand new kayak sitting on top of my car right now thanks to the prize money!" commented Aman.

Four years ago InfoCision launched a company-wide [health and wellness initiative](#), investing hundreds of thousands of dollars into on-site fitness centers, on-site wellness centers staffed by physicians, annual health fairs and health screenings, even changing the food in the vending machines to be 70% healthy choices.

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“Many chronic illnesses are preventable. By reducing obesity through better nutritional choices and exercise we are not only helping to reduce such things as diabetes, high blood pressure, and asthma, but also reduce absenteeism and presenteeism, which negatively impacts productivity,” said Kim Murphy, vice president of employee benefits.

According to a recent study by the Milken Institute, chronic diseases cost Ohio nearly \$57 billion a year, mostly in lost productivity. Of that, \$43.4 billion reflects the cost of lost productivity. The remaining \$13.6 billion is treatment expenses.

**About InfoCision:**

Founded in 1982, InfoCision Management Corporation is the second largest privately held teleservice company and is a leader in customer care services, commercial sales and marketing for a variety of Fortune 100 companies and smaller businesses. InfoCision is also a leading provider of inbound and outbound marketing for nonprofit, religious and political organizations. InfoCision operates 33 call centers at 13 locations in Ohio, Pennsylvania and West Virginia. For the third consecutive year, InfoCision has been named one of the top [ten best employers](#) in Ohio by the state chamber of commerce. For more information on InfoCision please visit [www.infocision.com](http://www.infocision.com).

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