



ABOUT THE HATE THE WEIGHT CHALLENGE



The groundbreaking Hate The Weight (HTW) Challenge was created by The “Fitness Sheriff” to support the Hip-Hop Summit Youth Council’s Hip-Hop 4 Better Health Program and the E.D.S. (Exercise, Diet & Spirituality) initiative. The mission of the HTW Challenge is to provide real solutions to a growing silent epidemic that is caused by a poor diet, physical inactivity, and bad lifestyle choices. In 2026 the *CDC* reports 2 in 5 adults (over 40%) or about 172 million in the U.S. are obese. Also, 1 in 5 children and teens aged 2-19 (21.1%) or 14.7 million are obese. Studies show that driven by environmental and lifestyle factors 27% of 2-5 year-olds are overweight/obese, rising to 38.5% in teens aged 12-19. It is projected that nearly 260 million citizens will be overweight or obese by 2050, including 213 million adults and over 43 million children and adolescents. This represents a critical public health crisis where over 80% of U.S. adults may be affected. Real solutions are needed to save America.

The annual U.S. estimated medical cost of obesity is about \$173 billion. A 2023 report from the World Obesity Atlas (WOA) predicts more than half of the global population will have obesity by 2035, and the U.S. ranks near the top for highest prevalence. Most concerning is the relationship between obesity and decreasing life expectancy, with Heart disease and cancer being the #1 and #2 cause of death in the U.S. Overweightness and obesity trigger serious health conditions which are now occurring at younger ages, including diabetes, heart attacks, stroke, cancer, mental health disorders, high blood pressure, high cholesterol, asthma, joint problems and premature death.

The HTW Challenge is not only offered to citizens here in the U.S., but also abroad as the obesity and overweight crises has a negative impact on the health of citizens worldwide where obesity is one of the top 5 leading causes of death, causing more than 2.8 million deaths each year. The other 4 leading causes are High Blood Pressure, Tobacco Use, High Blood Glucose, and Physical Inactivity. The ingredient that makes this Weight Management initiative different than all the rest is “Peer Education, Motivation & Inspiration.” We have made it fun, rewarding, competitive and exciting to work with others and practice lifestyle changes leading to better health. Along with meeting “Hot & Healthy” minded new people, the HTW Challenge offers Hot Prizes, Incentives, Awards, Discounts on Merchandise and Services, along with support from Celebrities and Professional Athletes to help you stay focused on your weight watching goals. The key to looking GREAT is staying in SHAPE and losing WEIGHT.

The HTW Challenge is offered to Students and Staff; Celebrities & Professional Athletes; Government Agencies & Not For Profit Organizations; Small Businesses and Corporations; Churches & Religious institutions; Youth & Senior Centers; and NYCHA Residents. HTW Challenge has two cycles, one is for schools (October through June) and the other is offered year round to anyone that wants to shed some pounds while having fun. There are a host of instructional and motivational videos created by The “Fitness Sheriff” and Celebrity Friends to help contestants stay in shape and remain competitive for the duration of the HTW Challenge. Our Celebrity Recruitment Ambassadors (CRA) will play a major role towards soliciting Celebrity Support to help students lose weight and make better lifestyle choices. Students and Celebrities are urged to Challenge Students and each other by performing one or more of the 24 workouts highlighted in a series of videos produced by The “Fitness Sheriff”. The short workout session can be videotaped and used to motivate participants to keep focused on their health. In addition, Celebrities may be CHALLENGED by their Peers or students to MATCH and/or BEAT a selected number of workouts including: Squats, Mountain Climbers, Jumping Jacks, Pushups, High Knees, Lunges, Burpees, and Crunches. We want to push participation for the HTW Challenge.

We are committed to helping participants avoid the dangers of being overweight and obese. The HTW Challenge is a “Call To Action” for young citizens to be conscious of their weight and the SAD (Standard American Diet). They need to know the consequences of being obese or overweight, and their “Wealth is their Health.”

