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Getting Fit Gets Easier Thanks to Oklahoma Business

(OKLAHOMA CITY – 03/07/11) The Oklahoma City metro area restaurant chain coolgreens has given five lucky local residents the opportunity to work toward their goals of healthier, happier lives with delicious, all-natural meals and gym workouts. The resources are free; the vision and effort are up to them.

“The ‘coolgreens Get Fit Challenge’ lets us kick start a new lifestyle for five Oklahomans,” said Allan McMurrain, managing partner of coolgreens. “As a society, we are unhealthy, overweight and unfit. Our busy lifestyles often force us to eat at restaurants where there aren’t always healthy options, and that’s why my partners and I created coolgreens. We want to make eating healthy easy and *staying* healthy an obtainable goal.”

coolgreens chose five participants from among hundreds based on their e-mail essay submissions explaining why they wanted to change their lives. Keiana, for example, is eager to develop a healthy relationship with food as her body recovers from childbirth. Gideon has struggled with food since childhood and now has a 4-year-old son for whom he wants to set a better example.

The five have already bonded into a team to overcome their personal struggles. They’re not competing against each other; participating in the Challenge is a shared prize. During these two months they’ll receive 10 delicious, organic meals each week from coolgreens and an eight-week membership from Fitness 19 in Casady Square with weekly personal training sessions. And at the end of the Challenge they will all get free makeovers from DK Salon, which is also locally owned and operated.

Lucas Sanchez, Operator of Fitness 19 in Casady Square, said, “Every person wants to live a healthy, happy life. We hope that through this process the participants are able to come closer to that goal. The changes these participants make will affect them for the rest of their lives, and we’re honored to help.”

This is a rare opportunity to join five committed individuals on their journey to change lifelong health patterns. Several statistical surveys have placed Oklahoma near the bottom of states’ rankings for health and Oklahoma City Mayor Mick Cornett has drawn national attention to the area through his effort to put the city on a diet to lose a million pounds collectively.

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Each participant keeps an online journal of their experiences, often sharing deeply emotional difficulties and accomplishments. You can follow their blogs online at <http://mycoolgreens.com/teamgreen/coolgreens-get-fit-challenge/>.

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About coolgreens – www.mycoolgreens.com

coolgreens is an Oklahoma owned and operated restaurant founded by Oklahoma natives Tom Wolfe, Allan McMurrain, Steve Lee and Marc Silver. Their commitment to energy efficiency, recycling, sustainable agriculture and materials includes the use of reclaimed woods, environmentally friendly products, biodegradable packaging and wind-energy. coolgreens menu features, made-to-order salads, wraps, flatbread pizzas and soups, utilizing the freshest organic and local produce available. The first location was opened on September 18, 2009 in Nichols Hills Plaza followed by the second location on May 15, 2010, on North May Ave Quail Village Plaza in northwest Oklahoma City. Their future expansion plans include restaurants in Edmond, Norman and Downtown Oklahoma City.