



**TAKE OFF POUNDS  
SENSIBLY**

FOR MORE INFORMATION, CONTACT:  
Kimberly Greene • TOPS Club Inc.  
414-482-4620 x48 • [KGreene@tops.org](mailto:KGreene@tops.org)

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EDITOR'S NOTE:

We encourage you to air any of the PSAs. For more information about TOPS, [download the Media Kit](#). Please contact us for images and b-roll, or if you would like to speak with any of the members featured or a local representative from TOPS. For more information on the TOPS chapters in your area, visit [www.tops.org](http://www.tops.org).

## **New PSAs Spotlight TOPS® Weight-Loss ‘Losers’**

*Members Share their Success Stories to Empower Others who Struggle*

TOPS Club Inc.® (Take Off Pounds Sensibly<sup>SM</sup>), the nonprofit weight-loss support organization, has released a new series of national TV and radio [Public Service Announcements \(PSAs\)](#) featuring some of its most inspiring members. The PSAs inform listeners and viewers that TOPS is an affordable, proven-effective program to combat obesity, which affects one in three U.S. adults<sup>1</sup>. Members also share their experiences and tips for making lasting lifestyle changes.

Member Laura Phillips of Defiance, Ohio, lost more than 120 pounds through TOPS. In these compelling testimonials, she shares, “I’ve got battle wounds from being overweight. My life’s so much different now. With TOPS, you’re not following a cookie-cutter diet. You get support from your chapter no matter what. It’s never too late to get healthier.”

Audrey Barge-Jones, who lives in Locust Grove, Va., and lost 86.7 pounds, says, “Without TOPS, I would still be taking insulin injections. TOPS gave me the tools. They’ve taken out the guesswork. My chapter members were just so friendly, so warm and inviting.”

Husband and wife members Geoff and Debra Holliman, of New Brighton, Minn., lost 28 pounds and 61 pounds respectively with the help of TOPS. Geoff notes, “I just knew something had to be done. I wasn’t happy with myself. It’s important that TOPS is a support group, and it’s designed around accountability.”

Vivian Andrews, who resides in Shreveport, La. and lost 92 pounds with the support of TOPS, emphasizes that, “If you come to a meeting, nine times out of 10, you’re going to find somebody that’s going through the same thing that you’re going through. I’ve been overweight all of my life. I wanted to be healthy, and I wanted something that I could do the rest of my life.”

In these [informative, unpaid testimonials](#), Phillips, Barge-Jones, the Hollimans, and Andrews share their stories about overcoming obesity, and taking and keeping off pounds sensibly.

The members belong to one of the thousands of TOPS chapters in the U.S. TOPS offers an individual approach to weight loss and overall wellness. Consistent group support, health education, and recognition are all key components to successful weight management. TOPS members in the U.S. lost nearly 406,000 pounds combined last year.

Founded in Milwaukee, Wis., in 1948, TOPS has been leading the charge in preventing and managing obesity, donating more than \$9 million to support medical research into the causes and treatment of obesity and related diseases. This includes financial and volunteer support of studies through the TOPS Center for Obesity and Metabolic Research at the Medical College of Wisconsin.

Independent university studies show that TOPS works. [According to research published in \*Obesity\*](#), the official journal of The Obesity Society, TOPS works as well as commercial programs but costs less<sup>2</sup>. Participants experience a clinically significant weight loss<sup>2</sup>. Another independent 7-year study shows people who stay in TOPS keep their weight off and continue to lose<sup>3,4</sup>.

TOPS Club Inc. (Take Off Pounds Sensibly) is the original weight-loss support and wellness education organization. Founded more than 70 years ago, TOPS is the only nonprofit, noncommercial weight-loss organization of its kind. TOPS promotes successful weight management with a “Real People. Real Weight Loss.” philosophy that combines support from others at weekly chapter meetings, healthy eating, regular exercise and wellness information. TOPS has about 125,000 members – male and female, age seven and older – in thousands of chapters throughout the United States and Canada.

Visitors are welcome to attend their first TOPS meeting free of charge. Membership is affordable at just \$32 per year in the U.S. and \$44 per year in Canada (\$46 in 2019), plus nominal chapter fees. To find a local chapter, visit [www.tops.org](http://www.tops.org) or call (800) 932-8677.

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*1 NCHS Data Brief, No. 219, November 2015.*

*2 Determining the Effectiveness of Take Off Pounds Sensibly (TOPS), a Nationally Available Nonprofit Weight-Loss Program. Obesity Journal Intervention and Prevention. Volume 19, Number 3, March 2011. Nia S. Mitchell, L. Miriam Dickinson, Allison Kempe, & Adam G. Tsai.*

*3 Up to 7 Years of Sustained Weight Loss for Weight-Loss Program Completers. American Journal of Preventive Medicine. May 29, 2015 Nia S. Mitchell, MD, MPH, Sarit Polsky, MD, MPH, Victoria A. Catenacci, MD, Anna L. Furniss, MS, & Allan V. Prochazka, MD MSc.*

*4 Reach of Effective, Nationally-Available, Low-Cost, Nonprofit Weight Loss Program in Medically Underserved Areas (MUAs). Journal: Journal of Community Health. First online: 14 June 2015, pp 1-6. Nia S. Mitchell, Ariann F. Nassel, & Deborah Thomas.*



# U.S. Obesity Statistics and TOPS® Fabulous Figures



## The 10 Most Obese States

Rank <sup>††</sup>	State	% Obese Adults	# TOPS® Chapters	Total Lb. Lost <sup>†</sup>
1	West Virginia	37.7	95	7,511
2	Mississippi	37.3	35	2,280
3	Alabama	35.7	61	4,631
4	Arkansas	35.7	75	5,762
5	Louisiana	35.5	54	4,346
6	Tennessee	34.8	65	4,218
7	Kentucky	34.2	71	5,645
8	Texas	33.7	202	14,906
9	Oklahoma	32.8	77	6,273
10	Indiana	32.5	144	9,227

See the full list of state rankings and sources on next page.

For more information: 800-932-8677 or [www.tops.org](http://www.tops.org).

Founded in 1948, TOPS® is the first of its kind nonprofit, noncommercial weight-loss support group with thousands of chapters in the U.S. (see above) and Canada.

**FACT: 1 in 3 U.S. adults is obese.\*\***

**FACT: TOPS® members in the U.S. lost more than 400,000 lb. in 2017.**

**Real People. Real Weight Loss.®**



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9	Oklahoma	32.8	77	6,273
10	Indiana	32.5	144	9,227
11	Michigan	32.5	311	29,162
12	South Carolina	32.3	47	4,022
13	Iowa	32.0	121	7,442
14	Nebraska	32.0	86	2,992
15	North Dakota	31.9	43	1,790
16	North Carolina	31.8	121	9,079
17	Missouri	31.7	173	7,469
18	Illinois	31.6	342	20,221
19	Ohio	31.5	261	20,007
20	Georgia	31.4	93	6,621
21	Alaska	31.4	20	1,185
22	Kansas	31.2	152	9,158
23	Wisconsin	30.7	223	15,955
24	Delaware	30.7	9	856
25	Pennsylvania	30.3	273	20,891
26	Maine	29.9	78	6,690

Rank #	State	% Obese Adults	# TOPS® Chapters	Total Lb. Lost †
27	Maryland	29.9	62	5,462
28	South Dakota	29.6	48	2,441
29	Virginia	29.0	110	9,294
30	Arizona	29.0	112	11,313
31	Oregon	28.7	174	14,526
32	Washington	28.6	221	18,593
33	New Mexico	28.3	31	2,203
34	Minnesota	27.8	236	13,210
35	Wyoming	27.7	29	1,477
36	Idaho	27.4	51	1,574
37	Florida	27.4	215	20,853
38	New Jersey	27.4	27	2,159
39	Vermont	27.1	22	1,353
40	New Hampshire	26.6	31	2,215
41	Rhode Island	26.6	9	1,486
42	Connecticut	26.0	44	1,729
43	Nevada	25.8	26	2,929
44	New York	25.5	228	17,865
45	Montana	25.5	58	2,435
46	Utah	25.4	37	2,455
47	California	25.0	330	28,015
48	Hawaii	23.8	2	182
49	Massachusetts	23.6	85	7,203
50	District of Columbia	22.6	2	182
51	Colorado	22.3	84	6,238

**Sources:**

† TOPS Club Inc. member weight loss (2017)—updated yearly by April 1.

‡ States ranked by percentage of obese adults with 1 being most obese and 10 being least obese (includes District of Columbia).

\* Centers for Disease Control and Prevention, National Institutes of Health, National Center for Health Statistics (2016).

\*\* NCHS Data Brief, No. 219, November 2015.

## Real People. Real Weight Loss.®

For more information: 800-932-8677 or [www.tops.org](http://www.tops.org)

# TOPS® Program Overview and Benefits



TAKE OFF POUNDS SENSIBLY

## Real People. Real Weight Loss.®

### Come to TOPS® to Lose Weight

TOPS® doesn't pay celebrities to endorse us, and we don't promise quick fixes or promote unrealistic images of the "perfect" body. The National Institutes of Health has declared obesity a disease and not a matter of willpower. TOPS® focuses on making small, steady lifestyle changes that provide lasting weight loss and better health. That's what we mean by Real People. Real Weight Loss.®

TOPS® stands for Take Off Pounds Sensibly<sup>SM</sup>, and we've helped millions of people do that for nearly 70 years. We're nonprofit and noncommercial, which means we keep our costs low, and we don't accept any outside advertising. We do offer a network of thousands of weight-loss support groups across the United States and Canada. These groups, called chapters, provide a non-judgmental place where people just like you learn how they can make changes and get the support they need to reach their goals.

### What Happens at a Meeting

Each meeting starts with a private **Weigh-In**, which is often followed by **Roll Call**, a chance for members to share challenges, successes, or goals *if they would like to share*. Many chapters hand out **Awards** each week or month. Meetings include an **Informational Program** to support your weight-loss efforts. The meeting usually closes with a **Thought for the Week** or other inspirational activity.

TOPS® members **learn** to eat better, move more, and stay motivated through engaging educational programs that our experts prepare and that volunteers present at weekly meetings.

TOPS® members **discover** that ongoing support and accountability are the keys to lifelong health.

TOPS® members work toward a goal weight that they set **together** with their doctor or licensed healthcare professional.

TOPS® members focus on **improvement**—not perfection. They keep their individuality and dignity no matter what they weigh.

TOPS® chapters **recognize and celebrate** the victories big and small that each member has along the way.

### Membership Benefits

TOPS® membership is affordable at just \$32 per year in the U.S. and \$44 CAD\* per year in Canada (\$46 in 2019), plus nominal weekly dues. For that, members receive:

- *My Day One*, a ready-set-go guide to healthy living
- One-year subscription to *TOPS® News* magazine
- Healthy recipes, 28-day meal plan, weight tracker, wellness videos, self-care program, and more on our members-only website

In addition, many members enjoy the weekly camaraderie and make lifelong friends in TOPS®.

A key element that sets TOPS® apart is our recognition. Celebrating our members' success is important—whether they are losing weight or maintaining their goals as a KOPS® (KOPS® is our term for members who have met their weight-loss goals and now Keep Off Pounds Sensibly<sup>SM</sup>).

Recognition can be:

- Varied by contests and incentives at chapter
- Weekly, short-term, and long-term
- At local, regional, and international levels

A variety of books, educational materials and weight-loss tools are also available for purchase, but are not required for our weight-loss program.

### Online Membership

Get started right away!

If face-to-face meetings aren't your style, or if you can't find a meeting that fits your schedule, you can be an online member and still take advantage of our experts' tips and our many print and online materials. Plus, you can choose to join a chapter anytime in the future. To join online, just go to [www.tops.org](http://www.tops.org) and click "JOIN" or call 800-932-8677.

### Join TOPS® Today!

Your first visit to any chapter is free. No advance notice required. Each chapter is a little different, so it's a good idea to try more than one before you join. With thousands of chapters across the U.S. and Canada, chances are you can find one near you that suits your needs using the "FIND A MEETING" page on [www.tops.org](http://www.tops.org).

Ask about discounted memberships for spouses and children ages 7-17.

If you can't find a chapter that's convenient for you, it's easy to start your own. All you need is four people. We provide an outline for a year of meetings and a free starter kit as well as guidance from TOPS® Field Staff. Call for details.

*\*2018 rate based on \$36 USD. Adjusted annually to reflect exchange rate. Check our website for current pricing.*



For more information: 800-932-8677 or [www.tops.org](http://www.tops.org)



**TAKE OFF POUNDS SENSIBLY**  
A NONPROFIT WEIGHT-LOSS SUPPORT GROUP FOUNDED IN 1948

## TOPS® QUICK FACTS

**TOPS® (Take Off Pounds Sensibly<sup>SM</sup>)** is the short name for TOPS Club, Inc., the original, nonprofit, noncommercial network of weight-loss support groups. TOPS® offers tools and programs for healthy living, wellness and weight management, with exceptional group fellowship and recognition.

**Mission:** To help and support our members as they take off and keep off pounds sensibly.

**Membership:** TOPS® members number about 125,000 (women, men and children) in thousands of chapters across the United States and Canada. Annual dues are \$32 in the U.S. and \$44 CAD in Canada (\$46 in 2019). Chapters may charge nominal fees to cover operating costs—usually \$5 per month. (Canadian dues are based on \$36 USD and adjusted annually to reflect exchange rates.)

**How It Works:** Weekly meetings include private weigh-ins and professionally prepared informational chapter programs featuring current nutrition, fitness and wellness information. Programs provide positive reinforcement and motivation to adhere to healthy eating and exercise programs.

**KOPS® (Keep Off Pounds Sensibly®):** Goal weight is set in consultation with a member's licensed healthcare professional. TOPS® members at goal weight are called KOPS®. These members maintain their goal weight by continuing to attend chapter meetings for accountability and support as they Keep Off Pounds Sensibly<sup>SM</sup>. About 20,000 of our members are keeping their weight off, and many have been recognized with Century Awards for losing more than 100 pounds!

**Publications:** TOPS® publishes *Real Life: The Hands-on Pounds-off Guide*, a 300-page lifestyle guide featuring practical information on nutrition, fitness, behavior changes and healthy living. Members receive *TOPS News* magazine, which features inspirational stories and health news. Wellness brochures and *Healthy & Active* magazine are available to healthcare professionals and others interested in healthy lifestyles.

**Experts:** TOPS® has experts in the fields of medical research, nutrition, fitness, and psychology. Since 1966, TOPS® has funded obesity and metabolic research at the Medical College of Wisconsin, providing more than \$9 million from earnings and members to date. TOPS® also partners with Wake Forest University to study genetic factors related to obesity through the TOPS® Genome Registry.

**Fabulous Figures:** In 2017, TOPS® members collectively lost 270 TONS! See our Fabulous Figures & Obesity Statistics handout for more current information.

**Operations:** Founded in 1948, TOPS® is administered by a ten-member Board of Directors. Nearly 500 Field Staff assist volunteer chapter Leaders to help and support our members.

**Contact TOPS® Headquarters:** 4575 South Fifth Street, PO Box 070360, Milwaukee, WI 53207; 800-932-8677 or 414-482-4620; [www.tops.org](http://www.tops.org) (Click "Find a Meeting" to locate a chapter near you!)