



**TAKE OFF POUNDS
SENSIBLY**

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

FOR IMMEDIATE RELEASE:
December 5, 2018

EDITOR'S NOTE:

We encourage you to air any of the following 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.

TOPS® Weight-Loss 'Losers' Featured in New PSAs

*Members Unite to Share their Stories in the Fight
Against the Obesity Epidemic*

TOPS Club Inc.® (Take Off Pounds SensiblySM), the nonprofit weight-loss support organization, has unveiled a collection of national TV and radio [Public Service Announcements \(PSAs\)](#) featuring some of its most successful members. The PSAs inform listeners and viewers that TOPS is an affordable, proven-effective program to combat obesity, which affects one in five Canadian adults¹. Members also share their experiences and tips for making lasting lifestyle changes.

Member Don Whiting of Ottawa, Ontario, lost 125 pounds with the support of TOPS. In these compelling testimonials, Whiting shares, "When I was 350 pounds, I was pretty much a shut in. I call it my lost decade. As I lost the weight, I started thinking that I could accomplish anything. I found my life."

Michelle Petitpas of Windsor, Nova Scotia, who lost 77 pounds, emphasizes that, "I decided as the numbers went higher and higher on the scale that I couldn't do it alone. Now, I'm strong, I'm healthy—and I'm going to keep living."

Adele Dechaine, who resides in St. Lina, Alberta and lost 78 pounds, notes, "TOPS gives you all the tools, and the support is huge. It's not a quick fix. You are worth it!"

In these [informative, unpaid testimonials](#), Whiting, Petitpas, and Dechaine share their stories about overcoming obesity, and taking and keeping off pounds sensibly.

The members belong to one of the more than 1,200 TOPS chapters in Canada. 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 Canada lost nearly 110,000 pounds combined last year.

Founded in Milwaukee, Wis., in 1948, TOPS has been leading the charge in preventing and managing obesity internationally since starting its first Canadian chapter in 1955. Part of that includes supporting obesity research through scientific awards and scholarships for Obesity Canada (formerly the Canadian Obesity Network). Since then, TOPS has donated more than \$9 million to medical research in Canada and the U.S.

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 less². Participants experience a clinically significant weight loss². Another independent 7-year study shows people who stay in TOPS keep their weight off and continue to lose^{3,4}.

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 or call (800) 932-8677.

###

1 Statistics Canada, Canadian Community Health Survey (2014).

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.



Canadian Obesity Statistics and TOPS® Fabulous Figures



Rank ^{††}	Province	% Obese Adults	# TOPS Chapters	Total Lb. Lost [†]
1	Northwest Territories	33.7	1	123
2	Newfoundland & Labrador	30.4	78	9,427
3	Nova Scotia	27.8	117	10,608
4	New Brunswick	26.4	75	8,793
5	Saskatchewan	25.1	85	4,426
6	Manitoba	24.5	71	4,158
7	Prince Edward Island	24.2	18	2,678
8	Yukon Territory	23.2	3	258
9	Alberta	21.5	167	12,735
10	Ontario	20.4	374	36,112
11	Quebec	18.2	20	1,747
12	British Columbia	16	205	17,469

Founded in 1948, TOPS® is the first of its kind nonprofit, noncommercial weight-loss support group with over 1,000 chapters in Canada (see above) and thousands more in the U.S.

FACT: 1 in 5 Canadian adults is obese.*

FACT: TOPS® members in Canada lost nearly 110,000 lb. in 2017.

Sources:

[†]TOPS Club Inc. member weight loss (2017)—updated yearly by April 1.
^{††} Provinces ranked by percent of obese adults with 1 being most obese and 12 being least obese.
 * Statistics Canada, Canadian Community Health Survey (2014)

Real People. Real Weight Loss.®

For more information: 800-932-8677 or 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 SensiblySM, 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 SensiblySM).

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 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.

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



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

TOPS® QUICK FACTS

TOPS® (Take Off Pounds SensiblySM) 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 SensiblySM. 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 (Click "Find a Meeting" to locate a chapter near you!)