



QHotels New You awards 2012 Campaign Guide

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New You Awards 2012

It's time for QHotels to reward and celebrate dedication, commitment and hard work. From weight loss, inch loss and improved overall health and wellbeing.

With four categories in the awards, covering Sports, Health, Shape and Team we are encouraging all members to get involved and cast their vote/s at **www.newyouatQHotels.co.uk**

The official launch of the New You awards commences Tuesday 9th October 2012. This retention activity is the perfect opportunity to encourage our members to share their success stories and enjoy recognition for achieving health and fitness goals. It's an opportunity for members to nominate themselves or a friend, gym buddy or a member of the QHotels team.

To reach out further on a PR angle, we have opened up 3 of the categories Sports, Health and Shape for the general public to vote. QHotels PR agency, Weber Shandwick, will be working to gain local media coverage for the New You awards to create great local awareness for your clubs.

Voting closes midday on Monday 19th November 2012.

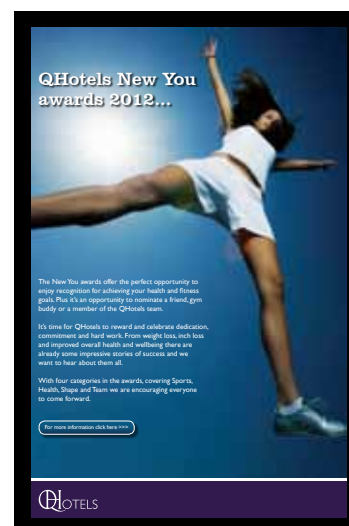
Once the voting has closed, enjoy! will collate the results and QHotels centres of excellence will choose the winners!

All winners will be announced at each clubs Christmas party plus we will have a second wave of PR to promote the winners and share their success stories.

Estimated Delivery Date: **Tuesday 9th October 2012**



MICROSITE



QHotels New You awards 2012...



A0 POSTER

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HTML