

**NEWS
RELEASE**

March 4, 2011

CITY OF PADUCAH, KY



Contact: Pam Spencer

Public Information Officer

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***Break a Sweat* with Richard Abraham
New Program on Government 11**

PADUCAH, KY—"This show will challenge you," says City Commissioner and personal trainer, Richard Abraham, about the program *Break a Sweat*. *Break a Sweat* is a new program hosted and developed by Abraham that begins airing Monday, March 7 on Government 11 and online at www.paducahky.gov. In *Break a Sweat* Abraham will show viewers proper exercise form, provide recipes and eating tips, and interview fitness and wellness experts.

In the first episode of *Break a Sweat*, Abraham asks the question, "What would you give to be in the best shape possible?" He explains that his role as the program host is to encourage, motivate, and provide the proper tools to help viewers achieve their goals. Abraham explains the difference between food and fuel and how to build good habits. Abraham adds, "It's not about what you can or can't have. It's about what you choose to eat." Abraham ends the episode demonstrating the proper form in conducting strength building exercises including push-ups, squats, and the overhead press.

Abraham's focus in *Break a Sweat* on good health and achieving results mirrors the City of Paducah's wellness program. Paducah began a wellness program in 2001. It has changed from a participation-based plan to a results-based plan. The current plan involves an employee's taking a health risk assessment and scheduling an annual physical exam including laboratory blood work. Completion of those items provides the employee with funds to be used toward their health insurance premiums. Based on the results for factors such as cholesterol and blood pressure, the employee will be placed into one of three categories: gold, silver, or bronze. Each category includes additional funding toward the employee's health insurance.

Break a Sweat can be viewed on Government Channel 11 starting Monday, March 7 at 8:00 a.m. It also airs Wednesday, March 9 at 4:00 p.m.; Friday, March 11 at 9:30 a.m.; and Saturday, March 12 at 5:00 p.m.



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Government 11 program information, videos, news releases, and schedules are available at www.paducahky.gov. Daily program information also is available by watching the informational slides that air on the Channel 11 bulletin board. For more information about *Break a Sweat* and other Government 11 programming, call Tom Butler, WKCTC Television Production Coordinator, at 534-3208 or Pam Spencer, City of Paducah Public Information Officer, at 444-8669.

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