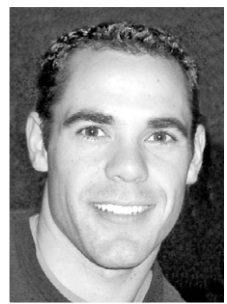


a•chieve (ə-ˈchēv) vb

1. to finish: complete: win: succeed 2. to accomplish: obtain with effort 3. to perform by one's own efforts



Greenville, NC made national news. Unfortunately, it was earning the *not-so-coveted* title as the No. 1 city in the U.S. for “heavy-user” fast food consumption and No. 2 city in the U.S. for trips to *trans-fat-ville*—aka fast food restaurants. *Business Week* published the results of a 2006 poll of nearly 70,000 Americans by restaurant consultant, *Sandleman & Associates*, and found that the average Greenville residents make 24 trips a month to fast food restaurants. *We're approaching one visit a day!*

At first glance, these results may seem shocking. But it's no surprise if you open your eyes around town. To be fair, the fast food industry denies the link between fast food and obesity, but the rise in obesity over the past decade is startling. Let's face it, Eastern N.C. has an obesity problem (*the Center for Disease Control estimates N.C. to be between 25% and 29% obese as of 2005*). Worse yet, major health problems will likely follow obesity. You may be the exception to the spare-tire phenomenon, but you'll have to pay excessive health care expenses because of the enormous economic burden that the battle of the bulge has placed on us!

Help *Achieve* spread the health and fitness message by being a good example to your spouse, children, friends, colleagues, classmates and fellow North Carolinians. Use these words from boxing champ Floyd Mayweather to begin to actually “*walk the walk*”, because there is no “*easy button*” for optimal health. “*Stop wasting time sitting on the couch. Stop thinking you have months before you need to look and feel great. Stop waiting and start doing. Let the show begin.*”

Best in Health! Mike Ormsbee, MS, CSCS / *Editor-in-Chief* / *Email: achievemike@yahoo.com*