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FOR IMMEDIATE RELEASE

**“New Year New You” Incentive Program at SRC
Motivates Matadors to Make Good on Fitness Resolutions**

Northridge — The Student Recreation Center (SRC) at the University Student Union (USU) is kicking off the spring 2016 semester with its popular “New Year New You” program to encourage CSUN students to make a commitment to their fitness resolutions and year-round good health. Starting on Monday, January 25 and continuing through Sunday, March 6, this six-week challenge will inspire students to commit to healthier choices and improve their overall wellness by taking action through the variety of fun, challenging activities it offers in order to prove it’s not just a resolution, it’s a lifestyle.

“New Year New You was highly successful last year and we are excited to bring it back this year,” said Amanda Christianson, SRC Fitness Coordinator, “This is a great opportunity for students to follow through with their New Year’s resolutions by getting involved with the great fitness activities at the SRC.”

SRC members can register for “New Year New You” through the NetPulse app or by visiting src.netpulse.com. “NYNY” participants can log their workouts during the challenge by using the SRC Fitness tracker through the SRC app or the NetPulse webpage.

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Each enrolled member may submit a maximum of two eligible workouts completed at the SRC each day for a total of 84 workouts during the program period. Participants who log at least 24 workouts through the SRC fitness tracker by March 6 will be entered into a raffle to win one of many awesome prize packages being offered that include items such as workout essentials, free personal training opportunities, a free, 50-minute massage and more. Full details, prize list and conditions are available on the SRC website. Each participant is also eligible to receive a commemorative “NYNY” t-shirt while supplies last.

Be sure to follow the SRC and use the hashtag, #NYNY2016 on all social media. For more information, please visit src.csun.edu/nyny, call us at (818) 677-5434 or contact SRC Fitness Coordinator, Amanda Christianson at amanda.christianson@csun.edu.

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The University Student Union (USU) is committed to inclusion, diversity and personal growth for all students while providing services such as study areas, a computer lab, TV lounge, games room and wireless printing kiosks in addition to a variety of food options and a wide range of events. The USU includes the Student Recreation Center, Oasis Wellness Center, Pride Center and Veterans Resource Center. To learn more, please visit www.csun.edu/usu.