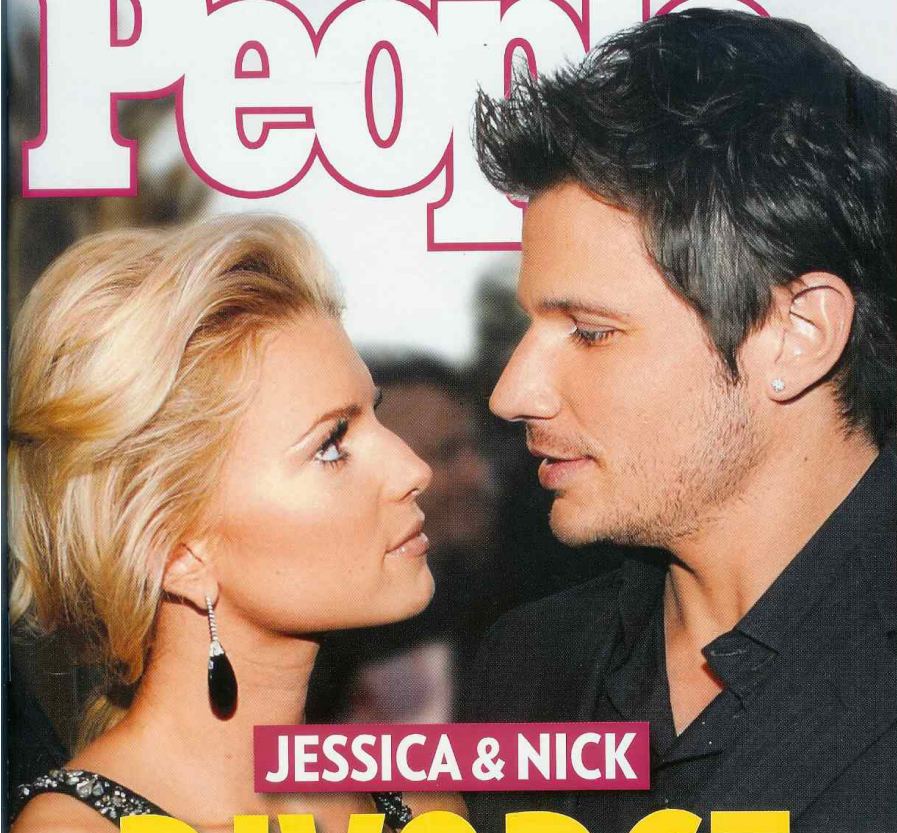
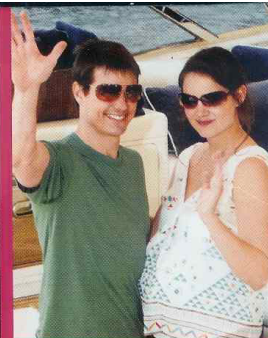


MARCH 6, 2006

People



JESSICA & NICK



TOM & KATIE
The Wedding Is Still On



HILARY & CHAD
Trying to Work It Out



PLAYING THE NUMBERS

A FUN WAY TO LOSE WEIGHT? THIS MOTHER-DAUGHTER TEAM MADE A GAME OF IT—AND BOTH ARE WINNERS

Back in 2003, Vicki Sorensen was looking to shed 60 lbs. of pregnancy weight, and her mother, Stephanie Rhodes, was out of shape. So the two women played a weight-loss board game that Sorensen devised. Originally available only on the women's Web site, The Fitness Challenge—which awards points for good behavior (like, say, 1 point for the week's first workout)—sold so well that national retailers like Borders and Target.com now carry it. "We aren't aware of anything out there to keep people motivated," says Sorensen, 37, who lives in Carver, Minn., adding that she and Rhodes, 56, achieved their goals. "Even today, I use my own game. It makes you accountable."

By Charlotte Triggs, Ashley Williams and Marisa Wong. Reported by Vickie Bane, Caroline Howard, Margaret Nelson and Debbie Seaman



Sorensen (left) and Rhodes played The Fitness Challenge for prizes of spa days or dinners out.

PROJECTED 2006 SALES FOR THE GAME: \$1.5 MILLION

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People