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**ARE YOU FIT AND HEALTHY AND WANT THE WORLD TO KNOW?
ENTER SOBeFIT MAGAZINE'S FITTEST PERSON OF THE YEAR CONTEST**

MIAMI, March 11, 2010 – The 2010 [Fittest Person of the Year Contest](#) is officially open for registration. Health and fitness enthusiasts across the United States could win more than \$65,000 in prizes, be flown to Miami to meet [Marta Montenegro](#) and gain national exposure by being featured in [SOBeFIT Magazine](#). Registration closes April 30, 2010.

"This contest is one of many ways I communicate with those looking to better their lives through fitness, nutrition, health and sports," says Marta Montenegro, founder of the contest, editor-in-chief of [SOBeFIT Magazine](#) and creator of the new [Montenegro Method DVD Series](#). "This is your time when you can be in the spotlight and get acknowledged for your achievements in fitness and health!"

[The Fittest Person of the Year Contest](#) is open to those who are 18 years of age and older. The winning male and female will be featured in SOBeFIT's Nov/Dec 2010 issue and receive \$65,000 in prizes including an original sculpture designed by artist Romero Britto and roundtrip airfare to the [VIP award ceremony](#). Last year's winners, Lynette Mena and Edwin Lopez, were an integral part of a national marketing campaign to promote the competition. "At first, I didn't think I had what it took to win, and I couldn't believe it when I got selected as a finalist," said Lynette, a physical therapist in Miami. "But having won the contest, I was honored and hope my triumph has inspired people to live a healthier lifestyle the way others have inspired me."

Along with Lynette, SWAT team sergeant and boot camp instructor Edwin Lopez has received much praise for his commitment to health and fitness. "After winning this competition, I am more connected to the community than ever before, and my boot camp classes have developed a cult-like following," Edwin said. "Winning this competition has meant a lot to my family and me!"

The judging process designed to assess each contestant's fitness, nutrition, health and sports habits, along with community involvement. Once the six finalists are chosen, anyone can visit www.fittestperson.com to view full profiles and cast a vote for their preferred fittest man and woman candidates.

Registration closes April 30, 2010, and the male and female winners will be announced at a VIP award ceremony in October (date TBD). Visit www.sobefitmagazine.com.

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SOBeFIT Magazine

SOBeFIT Magazine is owned by ABA Capital Group – an investment holding firm with interests in Venezuela, the United States, Panama, Colombia, Dominican Republic, Barbados and the British Virgin Islands. The bimonthly magazine provides news and advice on fitness, nutrition, health and sports, with a personal, strong and committed editor who supports and believes in the achievement of excellence through small steps. SOBeFIT Magazine is available nationally at bookstores, newsstands, pharmacy chains, high-profile gyms, hospitals, doctor's offices, exclusive restaurants, high-end grocery stores, airports and universities, with over 115,000 copies of each issue printed for distribution. www.sobefitmagazine.com.