

**AND THE FINALISTS ARE...**  
**SOBeFIT MAGAZINE ANNOUNCES 12 SEMIFINALISTS FOR THE FITTEST PERSON OF THE YEAR CONTEST**

**MIAMI, May 26, 2009** – SOBeFIT Magazine's passion to move people to lead a healthy and fit lifestyle must be working. The magazine received an overwhelming amount of applicants (nearly 500) for the Fittest Person of the Year Contest whose coveted title will be awarded to one well-deserving man and woman in October 2009.

"I want this contest to become an iconic South Florida competition that people look forward to every year," stated Marta Montenegro, Editor-in-Chief/Publisher/Founder of SOBeFIT Magazine and creator of the Fittest Person of the Year Contest. "I think it's important to honor those people in South Florida who devote themselves to maintaining a healthy and fit lifestyle."

The Fittest Person Contest is sponsored by Crunch gyms and was open to all fitness and health enthusiasts regardless of their profession, and included trainers, dancers, yoga instructors, lawyers, doctors, teachers and more. On July 2nd, SOBeFIT Editor-in-Chief Marta Montenegro and artist Romero Britto will honor the semifinalists with the unveiling of the Fittest Person of the Year private art collection exclusively designed for SOBeFIT by Romero Britto. Guests will enjoy healthy hors d'oeuvres and Skinnygirl™ Margaritas prepared by Bethenny Frankel, star of *The Real Housewives of New York City*, while Britto unveils two sculptures and a painting inspired by SOBeFIT's Fittest Person Contest. The event will take place at Britto Central Gallery on Lincoln Road and is open to the public beginning at 8:30 p.m.

Once the event is over, the judges' panel will begin narrowing the 12 contestants to six finalists (three men and three women) by implementing SOBeFIT's rigorous evaluation process designed to assess their fitness, nutrition, health and sports habits. Community involvement will also be taken into consideration. Voting will open to the public on September 2, 2009 and SOBeFIT readers will have the opportunity to view full profiles of the six finalists and cast their vote for their preferred fittest man and woman candidates by going to [www.sobefitmagazine.com](http://www.sobefitmagazine.com).

The winners will receive over \$65,000 in prizes, including a professional cover shoot to be featured on SOBeFIT's Nov/Dec 2009 issue, as well as an original sculpture from Romero Britto's SOBeFIT collection. The annual contest is one of the many ways SOBeFIT is committed to building an even healthier and more active South Florida. The SOBeFIT Fittest Person of the Year Contest winners will be formally announced at a red carpet awards ceremony and gala event on October 28, 2009; location is to be determined. The contest's winners will be announced to the public online on November 4, 2009. Visit [www.sobefitmagazine.com](http://www.sobefitmagazine.com) for more information.

~SOBeFIT Magazine~

SOBeFIT Magazine, the first title from MPG Publishing, is funded by ABA Capital Group – an investment holding firm founded in 1990 with interests in the United States, Panama, Colombia, Dominican Republic, Barbados, British Virgin Islands and Venezuela. The bimonthly magazine's premier issue was unveiled in November/December 2008 and acts as South Florida's discerning source for men and women providing expert advice and insight on **fitness, nutrition, health and sports**. The magazine's mission is to create a movement that inspires its readers to take care of their bodies and minds and achieve a balanced state of well-being. Founder/Publisher/Editor-In-Chief Marta Montenegro has assembled the most qualified team of advisors, contributors and industry-leading visionaries at the top of their game who, along with SOBeFIT Magazine's remarkable editorial team, provide expertise and creativity to empower readers with practical and relevant material. SOBeFIT is strategically distributed among high-profile gyms, hospitals, doctor's offices, malls, restaurants, high-end grocery stores and colleges along with newsstand sales and subscriptions reaching over 143,500 readers. To learn more about the contents of SOBeFIT, visit [www.sobefitmagazine.com](http://www.sobefitmagazine.com) or call (305) 375-9595.

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