

# SUCCESS FROM FAILURE

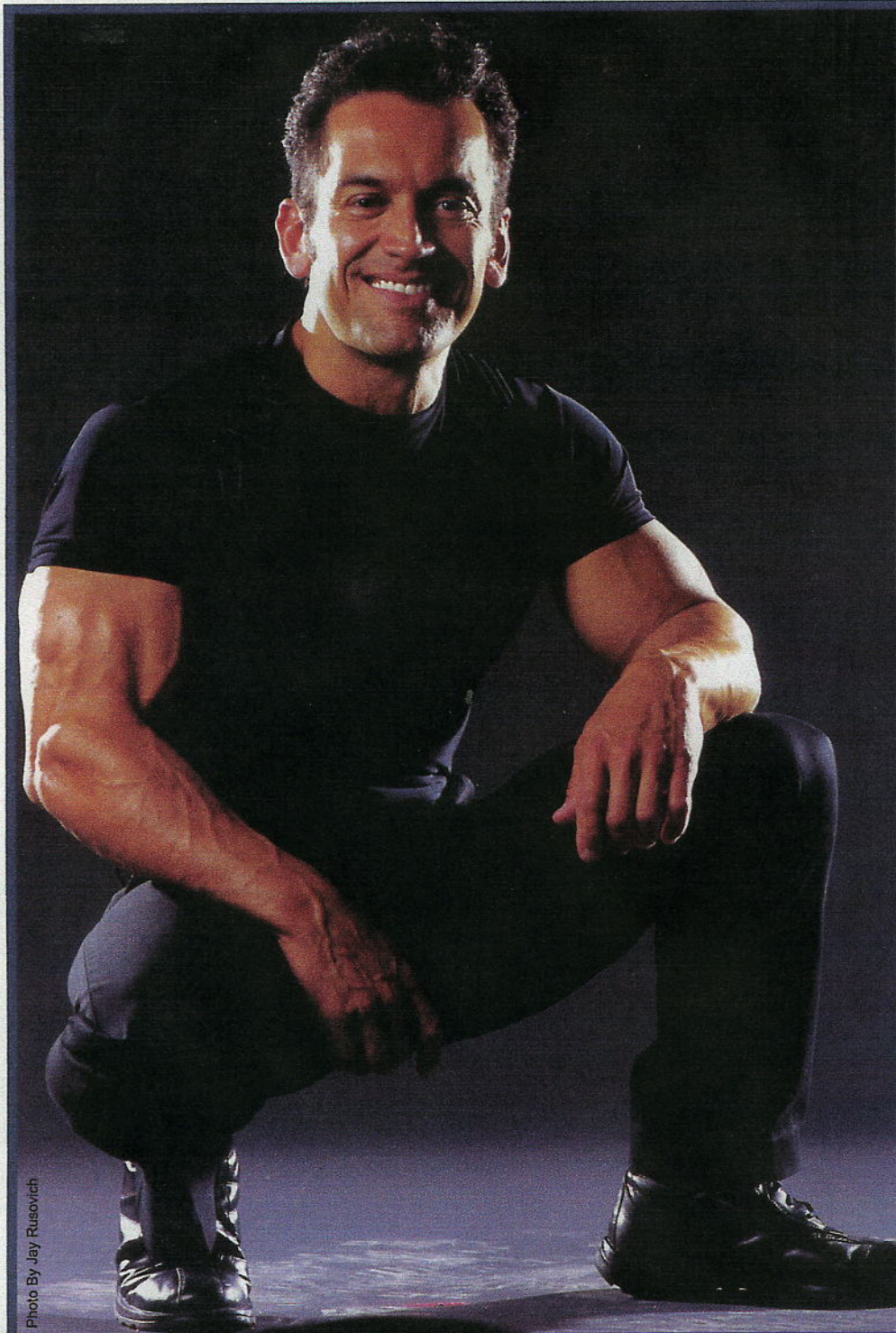


Photo By Jay Rusovich

In January of 2002 a news flash came on TV, Houston had been named the Fattest City in America by Men's Fitness magazine. So, here was I, Mr. Universe and the CEO of Labrada Nutrition, living in the fattest city. I decided to do something about it.

I set out to convince Mayor Lee Brown that I was the man to slim Houston! Mayor Brown appointed me as the city's first "Fitness Czar" and I was asked to do whatever was needed to get Houston in shape, as long as it didn't cost the city a dime!

That's right, if I wanted the job, I had to do it on my own time and money. There was no money for "Get Lean Houston".

## **SHAPING UP THE 4th BIGGEST CITY IN AMERICA!**

How do you get an entire city into shape on a shoestring budget? I went on a massive publicity campaign about good nutrition and exercise to fight fat! (To date, that campaign has generated over 80 million media impressions.)

I appeared on TV, radio, and in print, touting the need to get into shape and telling people about "Get Lean Houston". I became a "fitness evangelist" on a mission.

At the same time, I set up a website at [www.getleanhouston.com](http://www.getleanhouston.com) -- free 12-week, bilingual fitness and nutrition programs to use the media to drive people there, where they could get the information and motivation to start.

Next, I launched the city's first "Fat Drive," in which Houstonians could

**Guest Editorial by Lee Labrada, Mr. Universe, CEO Labrada Nutrition**