

Singing in Princes Street Gardens to motivate Edinburgh dieters



Millions fall off healthy living bandwagon by 'Flab-ruary the first' but the dieting organisation Weightwatchers came to Edinburgh this morning to explain that the diet does not need to end here!

February identified as month when Scotland feels fattest so Weight Watchers is 'surround sounding' the UK at 11am on 1st February to motivate everyone to kick-start a healthy lifestyle

Researchers have discovered a new phenomenon which has been dubbed 'Flab-ruary' – the month when people feel unhappiest with their weight and lifestyle thanks to broken New Year's resolutions and not shifting post-Christmas pounds.

New YouGov research for Weight Watchers reveals that over one in three of Scots have ever made a New Year's resolution to lose weight and 35 per cent to eat more healthily – but by today almost one million of us have already broken one or more of our New Year's resolutions.

Weight Watchers has discovered that in 'Flab-ruary', size is definitely 'weighing' on people's minds, with one in ten feeling depressed about not being able to keep their weight-loss resolution, 9 per cent feeling bad about not fitting into their clothes thanks to festive overindulgence and one in ten worrying about putting on more weight.

✖ In a bid to get the nation back on track, Weight Watchers ‘surround-sounded’ the UK at exactly 11am today on ‘Flab-ruary 1st’ – the first time of the day we are likely to give in to temptation – with a anthemic song to motivate everyone to kick-start their healthy lifestyle. Choirs of Weight Watchers members and buskers performed in Princes Street Gardens leading a live UK-wide sing-along. The initiative even see’s nationwide retailers ASDA and Debenhams and LA fitness gyms getting on board by blasting out the song at 11am.

The research has also discovered that ‘Flab-ruary’ also has a knock on effect on self-esteem, as one in four say that breaking their resolutions has led to unhappiness with themselves, almost a quarter feel angry with themselves and one in five believe they have failed themselves.

Lucy Vickers, Weight Watchers nutritionist, says ‘People make resolutions because they want to feel better about themselves but end up feeling lower than when they started by setting unrealistic goals.

“This is why Weight Watchers is encouraging people to take ✖ this second chance by making February 1st the new January 1st and surround-sounding the UK with our motivational song – the time to make resolutions they can keep with the right support to help them kick-start a healthier lifestyle and see positive results that last way beyond the start of the year.’

Christine Mitchell, a [Weight Watchers](#) Leader from Edinburgh whose inspirational weight loss story helped inspire the lyrics of the Weight Watchers song, ‘Do It Our Way (Play)’ says: “How many times do you wish you could turn back the clock and start again? What better motivation do you need to stay on track than a blast of uplifting music to sing along to with lyrics that really do remind you what it’s all about. To

help you feel proud to be yourself again. We're taking to the streets in our hundreds today to help motivate others that with the right support you can change your destiny!"

The lyrics of the song 'Do It Our Way (Play)', that will be sung on Flab-ruary 1st, are inspired by the feelings of happiness and confidence from real life Weight Watchers members who all lost weight and star in the current TV ad alongside Alesha Dixon.

Images from Gareth Easton Photography

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