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TRAVEL GAL: KIM SWIDLER

# 'Pokémon GO': HealthyWage's Cash Prize-Driven Fitness Challenge for Players

By **Kim Stuart Swidler** on July 24, 2016 at 2:27 PM

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In response to the Pokémon GO craze, weight-loss wagering industry participant **HealthyWage** has announced its newest cash prize-driven fitness challenge coined **"Summertime Stepping."**

The program is said to use monetary awards to promote fitness and reward participants who take more steps while playing the game, and otherwise, whether during work hours (at lunch breaks and other apropos opportunities) or on their personal time. Participants in the Summertime Stepping Challenge also receive motivational tips and support from former contestants from NBC's Biggest Loser TV program.

"Game players are joining our new **'Summertime Stepping Challenge'** as a way to get paid while playing," says HealthyWage co-founder David Roddenberry. "This initiative is a fantastic complement to our roster of evidence-based, highly effective team and personal fitness challenges—most of which leverage the power of 'social norms feedback' and other key behavioral economics principles."

...the extent to which Pokémon GO is prompting people to walk more, with one report underscoring

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