



# PRESS RELEASE

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## **Genghis Grill Crowns 2014 Health Kwest Winner**

*Texas man loses 76 lbs. in 60 days by eating daily at popular stir-fry concept*

DALLAS, TX (April 17, 2014) – It pays to lose weight, especially for one hard-working fan of Genghis Grill.

Blake Miller of Denton, Texas, was just awarded the \$10,000 grand prize in the 4<sup>th</sup> annual Genghis Grill Health Kwest after losing 76 pounds (more than 25 percent of his body weight) in 60 days!

The nationwide contest launched in February with 105 “khantestants” accepting the challenge to achieve a healthier lifestyle by eating a free Genghis Grill bowl for 60 consecutive days. The eatery also provided nutritional and exercise tips while ESQ Diagnostics tracked weight loss. Additionally, each competitor shared their healthy journey with social media posts, YouTube videos and a Facebook group to help each other throughout the contest.

“While the money is great, it’s really more about the physical transformation,” said Health Kwest winner Blake Miller. “I now have more energy to get more things done each day, which is like the gift of time. I imagine I’ve added a few years onto my life by subtracting a few pounds, too. And with a two-year-old and another little one on the way, I can’t imagine that this could have come at a better time.”

Miller was able to stay focused on his weight loss journey by choosing new combinations for his bowl daily, so he never felt deprived or got bored. However, he notes in his “Why I Love Genghis Grill” blog that his favorite ingredient is Fiesta Lime Chicken. Miller also says he’s learned a lot about food and nutrition through the contest. “The human body is an amazing machine that can be truly pushed when your mind is in the right place.”

Health Kwest was designed to reinforce all the healthy and delicious meal options available at Genghis Grill. After helping more than 100 khantestants lose a collective 1,900 pounds over 60 days, it’s safe to say the point has been made. The campaign also generated 1,233 Facebook posts, 724 Tweets, 796 Instagram photos, 1,057 blog posts and more than 600 YouTube videos.

“Genghis Grill subscribes to the belief that variety is the spice of life, so we give our fans the opportunity to choose exactly what they eat and how they eat it,” said Ron Parikh, Chief Marketing Officer for Genghis Grill. “Health Kwest is a phenomenal program that allows us to not only change the lives of our khantestants, but to share our mission of fresh, hot and healthy eating for everyone.”

For more information and to find a Genghis Grill near you, visit [www.GenghisGrill.com](http://www.GenghisGrill.com).

## **ABOUT GENGHIS GRILL**

Genghis Grill, the premier build-your-own stir-fry chain in the United States, is well known for its fresh, hot and healthy food, and for its style of fun service. Fans head over to the Fresh Market Bar where they are greeted with an array of more than 80 delicious, fresh ingredients from which they can build their own bowl. They then hand their bowl to our grill masters who cook their creation to perfection on a large, sizzling, circular grill. Currently, there are 105 locations in 23 states nationwide. For more information about Genghis Grill, visit [www.genghisgrill.com](http://www.genghisgrill.com).

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