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## **Rubber-Cal's rubber flooring starring on NBC's hit show The Biggest Loser.**

Santa Ana, Calif., June 20, 2008 - Elephant Bark has a new role coming this fall on NBC's "The Biggest Loser" series. Also, in a supporting role, the ½ inch recycled rubber tiles, Eco-Sport tiles will make appearances as well. In preparation for the new seasons, Six and Seven, Rubber-Cal's rubber flooring was chosen to cover the 7,000 square foot facility.

"The Biggest Loser", as many primetime television watchers know, is a reality series to become the biggest loser of weight. The show is hosted by Alison Sweeney (starred in Days of Our Lives). There are two trainers, Bob Harper and Jillian Michaels, who coach the contestants through the rigorous exercise and challenges they must face.

The traditional show begins with contestants being split in two teams. The teams compete to lose the most weight a week, and at the end of every week, the team that loses the least must vote off a member of their own team. Eventually the teams are dissolved and contestants compete individually, with the lowest two contestants being voted on for elimination. Contestants compete for a \$250,000, and eliminated contestants compete for \$100,000 "At Home" prize, where they continue to try to lose weight without being on the show.

The show is also keen on promoting a healthy diet. This is a low-calorie diet based on the Biggest Loser pyramid of 4-3-2-1 (four servings of fruits and veggies; three of lean protein; two of whole grains; and one "extra"), along with good old-fashioned exercise. Eat a diet based largely on fruits, vegetables and lean protein, add a heavy dose of physical activity and you will lose weight, lower cholesterol, decrease blood pressure, and become stronger and more energized.

Tufts University obesity clinician and researcher Michael Dansinger, MD, developed the weight loss program accompanied by dietitian and chef Cheryl Forberg, RD, and trainers Bob Harper and Jillian Michaels, working with writer Maggie Greenwood-Robinson, PhD.

Over the course of the 12-week program, you can expect to eat small, frequent meals containing plenty of fiber and protein, for fullness without too many calories.

Season 5 featured a "couples" edition, with loved ones competing together for the prize.

Season 6 is rumored to be a "family" edition, where families compete against each other for the \$250,000 prize. Season 6 is currently being filmed.

Season 7 is set to be another "couples" edition, and will likely take place in the same facility as season 6.

In each season, a large workout facility is used for the contestants to workout in. Similar to a commercial gym, the Biggest Loser gym is filled with bikes, elliptical machines, treadmills, weight machines, racks, and of course -- a floor to put this all on. This season, a new facility was created, and Rubber-Cal's Elephant Bark was used for the flooring. Two large areas were covered with the 3/8 inch Elephant Bark All Black, which is available in 4 ft by 50 ft rolls. These large rolls made it easy to install; with some double-sided tape on the bottom of the rolls. It was just a matter of rolling out the rolls, and making any minor cuts that would be needed to fit it in place properly.

When the episodes begin airing, you will see a red line going down the middle of the exercise area, creating the middle division. This was created using the half inch Eco-Sport tiles, which worked out perfectly.

For photos of the product installed you can view the following link:

[http://www.rubbercal.com/Biggest\\_Loser\\_Photos.html](http://www.rubbercal.com/Biggest_Loser_Photos.html)

For information about the products used take a look at these links:

[http://www.rubbercal.com/elephant\\_bark.html](http://www.rubbercal.com/elephant_bark.html)

[http://www.rubbercal.com/Eco\\_Sport\\_half\\_Inch.html](http://www.rubbercal.com/Eco_Sport_half_Inch.html)

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