

## **FitWatch Inc. Launches MyJigglyBits.com , a Fun, User-Driven Way to Find the Most Useful Weight Loss Websites**

***MyJigglyBits.com uses the power of the weight loss community to sift through the overabundance of weight loss websites. A vote-based system pushes the best and most useful weight loss websites to the top of the heap.***

FitWatch Inc. is pleased to introduce MyJigglyBits.com (<http://www.myjigglybits.com>), an online weight loss community where users submit, and vote for, their favorite weight loss websites.

“This is so much more fun than a boring directory of links to websites,” Suzanne Hiscock, President of FitWatch Inc., explains. “And by having users submit and vote for their favorite weight loss websites, it’ll be so much easier for people to find the right resources they need to lose weight and get fit. It’ll save them time – and frustration.”

Not only will nutrition and exercise websites be “jiggled,” (voted on), but so will self-help websites. “Let’s face it, a lot of us eat for comfort -- or we’re so stressed out, we can’t find the time to exercise,” laments Ms. Hiscock. “Weight loss is definitely not just about food and exercise. It’s about how you feel on the inside, too. Many weight loss sites forget that part of the equation.”

Ms. Hiscock admits she had some hesitation in choosing the name, My Jiggly Bits. “Some people don’t want to think about their jiggly bits; it makes them feel bad. But I think when people see what the website is about, they’ll join in and celebrate their jiggly bits – while secretly plotting to get rid of them!” she laughs.

There’s also the controversy that the term “jiggly bits” can refer to certain parts of the male anatomy. “I think that will generate a bit of talk, too,” she concedes, with a smile.

All visitors are free to search My Jiggly Bits, but need to register if they want to vote or submit a website. Registration is free. Once they register, users, or “jigglers” as they’re called, can then submit their favorite weight loss websites, explaining why it’s such a great site. Or they can look at recently submitted websites that “need jigglin’” – and then give it a “jiggle” if they agree it’s jiggleworthy. A website needs 5 votes to have the honor of being deemed “jiggleworthy.”

For additional information on MyJigglyBits.com, contact Suzanne Hiscock or visit [www.myjigglybits.com](http://www.myjigglybits.com).

About FitWatch Inc.

FitWatch Inc., a Canadian company, was incorporated in February 2003. It runs the FitWatch website (<http://www.fitwatch.com>), which provides both a free and paid online fitness tracker, as well as a free online calorie counter, and many other weight loss tools and calculators. Its founder, Suzanne Hiscock, has been interested in nutrition and exercise for over 16 years.