



For Immediate Release:

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GOT HEALTH?!

MAYORS WELLNESS CAMPAIGN WEBSITE RELAUNCH

The Mayors Wellness Campaign (MWC) launched its new and improved website this week at www.mayorswellnesscampaign.org. Along with a new, user-friendly layout, the website contains updated information throughout the site.

“We hope that our new website will encourage mayors and the citizens in their communities across the state to log on and sign the Mayors Wellness Campaign pledge to promote healthy, active living in their community,” said Judy Doyle, Mayors Wellness Campaign Director. “Over 250 mayors have already joined the campaign and proved that wellness is a priority in their municipality.”

A few special features of the new website:

- ✓ improved user-friendly layout with links to the MWC pledge, participating communities, and a “What’s New” section on the front page
- ✓ updated “In the News” and “Articles of Interest” sections
- ✓ a news feed that web users can subscribe to and receive MWC information by email as soon as it is posted on the website

In addition to these latest features, the website includes resources for wellness programs across the country, information about grants for which towns can apply, and a media kit for communities to use. The MWC encourages people to continue checking the website for updated pictures, videos, and upcoming MWC events.

The Mayors Wellness Campaign is an initiative of the New Jersey Health Care Quality Institute (www.njhcqi.org) in partnership with the New Jersey State League of Municipalities (www.njslom.org). Major funding has been provided by Aetna. The MWC supports mayors as champions of community health. The goal is to increase opportunities for New Jersey residents to participate in daily physical activity with a long-term goal of reducing health care costs secondary to obesity. Through public-private partnerships, the MWC provides structure and resources for healthy community initiatives. By encouraging mayors to play a leadership role in supporting local opportunities for active, healthy lifestyles, the intent of the MWC is to improve health and make New Jersey a national leader in community-based health interventions.

In 2006, each of the 566 mayors in New Jersey’s municipalities were mailed the MWC “Toolbox,” a manual designed to guide them through the implementation of wellness programs in their communities. Broken down into four major sections – Youth in Motion; Employees in Motion; Seniors in Motion; and Communities in Motion – the Toolbox outlines programs that can be directly used in every community in New Jersey. The Toolbox can also be found on the MWC website at www.mayorswellnesscampaign.org.