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The City of Milwaukee Gets a Special Valentine

New Well City website supports community's quest for national wellness designation

February 14, 2008, Milwaukee, WI... Well City Milwaukee launches its website, www.WellCityMilwaukee.org today bringing the initiative one step closer to achieving its goal of making Milwaukee a national leader in wellness.

The website will serve as a portal providing business and civic leaders, healthcare providers and the community-at-large with critical information to promote healthy lifestyles across the Milwaukee area. If successful, Milwaukee will become one of only a handful of cities to earn the coveted Well City USA designation through the Wellness Councils of America (WELCOA).

According to Well City Milwaukee Co-chairs Dick Tillmar and Mary Meehan, the website will play a key role in accelerating this effort. "The people behind Well City have a real heart for the City of Milwaukee. It's only fitting we launch our website on Valentine's Day."

The site provides background information on the initiative, how potential employers can get involved, as well as the resources and support participating companies can use in designing and implementing their programs.

The website also extends to the entire community through the Community Wellness Calendar. Calendar events are focused around a broad range of wellness issues including nutrition and food, physical activities, stress reduction, smoking cessation, disease prevention, risk assessment and screening. Visitors can search by topic, sponsoring organizations or dates of interest.

Organizations that sponsor wellness events will be able to post information directly on the Well City website after registering as an event provider.

Well City Milwaukee is receiving tremendous support. A partnership between the City of Milwaukee, The Greater Milwaukee Committee and the Metropolitan Milwaukee Association of Commerce, initial efforts were strengthened by support from the YMCA, The Wellness Council of Wisconsin, the healthcare community and several corporate sponsors.

According to Meehan, support is building. "We're really gaining momentum. Our commitment to bringing the entire community into the initiative is paving the way for participation and support from corporations across the community."

Tillmar echoes Meehan's sentiments. "More and more organizations are recognizing the contribution healthy lifestyles can have on the health and wellbeing of our entire region. We'll not only benefit from lower health care costs and healthier, more productive employees. We'll all benefit from making our region a healthier, more attractive place to work, live and play."

For further information about how you can participate in Milwaukee's Well City Milwaukee initiative, for information on health-related events in the community or how to have your wellness events showcased on the Well City Community Calendar, we invite you to visit www.wellcitymilwaukee.org to learn more.

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Well City is a designation awarded by the Wellness Councils of America (WELCOA), the country's premier resource for worksite wellness.

In partnership with:

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Greater Milwaukee Committee

Metropolitan Milwaukee Association of Commerce

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