



GOOD HEALTH IS GOOD BUSINESS:

NEW WEBSITE PROMOTES HEALTHY WORKFORCE CULTURE

WASHINGTON, D.C. (May 4, 2010) -- Small and medium-sized companies seeking to promote a healthy workplace culture and help employees to pursue a healthy lifestyle will get support from a new website brought to you by the Healthy Weight Commitment Foundation (HWCF) with its partner the National Business Group on Health.

Today the two organizations launched YourWellnessAdvantage.com that will actively motivate employers to make it a priority to encourage health consciousness in their workplaces and healthy living among their employees, with a strong focus on reducing obesity. The site will be especially helpful to small and midsize companies. While 75 percent of large companies have implemented wellness initiatives, less than 10 percent of small and midsize companies have, faced with more scarce resources and fewer economies of scale.

“Wellness initiatives make sense for businesses of all sizes,” said Helen Darling, president of the National Business Group on Health. “They can help reduce medical costs, absenteeism, workers compensation and disability claims, while also attracting the best employees and improving productivity. Good health is good business.”

The relationship between employee health and business competitiveness becomes apparent every day in U.S. offices, factories and other workplaces. Obesity-related disorders alone are responsible for nearly 40 million lost workdays, 239 million restricted activity days, and 63 million doctor visits by employees across the country, according to the Department of Health and Human Services. As well as reduced medical costs for both employers and employees and

reduced absenteeism, the benefits of a healthy workplace include improved productivity and tax incentives.

Many small and mid-size businesses underestimate their own ability to create a healthy workplace, citing their disadvantages of scale. YourWellnessAdvantage.com addresses such concerns. It serves as a one-stop website providing valuable information on how to promote a healthy workplace, including statistical data, guidance, and tools that offer employers the flexibility to pick and choose among practical turnkey solutions or to customize programs that meet the unique needs of their own company.

“You don’t have to be a big company to make a big difference,” said Lisa Gable, Executive Director of the Healthy Weight Commitment Foundation (HWCF).

“YourWellnessAdvantage.com gives employers the tools they need. Workplace wellness is for everyone, and the new website helps make the resources accessible to everyone.”

The site also reinforces and supports initiatives by both the White House and the HWCF. The Healthy Weight Commitment Foundation is being led by CEOs and includes 80 retailers, food and beverage manufacturers, sporting goods, insurance, trade associations and NGOs. Member companies – who represent a combined 14 million employees worldwide – and their supply chains will be encouraged to include links to the website. In addition to the workplace, the Foundation also combats obesity through initiatives in the schools (including developing new models for integrating nutrition education and physical education) and in the marketplace (including product reformulation and redesigned packaging and labeling.)

Visit the new site at YourWellnessAdvantage.com

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Further Information:

J. Paul Johnson
202-531-6858
jpjwhwg@msn.com



Corporate Members

1. Brookshire Grocery Company
2. Bumble Bee Foods, LLC
3. Campbell Soup Company
4. ConAgra Foods
5. Faribault Foods Inc.
6. Festival Foods (Minnesota)
7. Food City
8. General Mills, Inc.
9. Gonzalez Northgate Market
10. Harris Teeter, Inc.
11. Hy-Vee, Inc.
12. IGA, Inc.
13. Jax Markets
14. Kellogg Company
15. Kraft Foods Inc.
16. Mars, Incorporated
17. Martin's Supermarkets
18. McCormick & Company, Inc.
19. Nestlé USA
20. PepsiCo Foundation
21. PepsiCo, Inc.
22. Price Chopper
23. PureCircle Limited
24. Ralston Foods/Post Foods, LLC (Ralcorp Holdings, Inc.)
25. Redner's Markets, Inc.
26. Safeway Inc.
27. Sara Lee Corporation
28. Schnuck Markets, Inc.
29. Shop Rite of Hunterdon Co., Inc.
30. Skogen's Festival Foods
31. The Coca-Cola Company
32. The Hershey Company
33. The J.M. Smucker Company
34. The Sports Authority
35. TriWest Healthcare Alliance
36. Unilever
37. United Supermarkets, Ltd.
38. Wakefern Food Corporation

Non Corporate Members

1. 6KidsNFit
2. American Council for Fitness and Nutrition Foundation
3. American Dietetic Association Foundation
4. American Wholesale Markets Association
5. Ashley Shaffer, Miss New Jersey
6. Association of Junior Leagues International
7. CATCH
8. Charles the Chef
9. Core Wellness Life Coaching LLC
10. Discovery Education (channel partner on EnergyBalance101)
11. Dream Dinners
12. eXtension
13. Fields of Dreams
14. FitCity, a division of Learning Well, Inc.
15. Food Marketing Institute
16. Girl Scouts of the USA
17. Good Sports
18. Grains for Health Foundation
19. Grocery Manufacturers Association
20. Health-E-tips and JAM School Program
21. Healthcorps (Health + Healing Network)
22. Healthy Dining Finder
23. ILSI Research Foundation
24. MEND
25. National Association for Sport & Physical Education
26. National Business Group on Health (channel partner on Your Wellness Advantage portal)
27. National Wildlife Federation
28. NFL Play 60
29. Nutralife
30. Our Park Place

31. Outdoor Foundation
32. Paul Pierce's The Truth on Health
33. PE4life
34. Pink Lady America LLC
35. Prince William Trails and Streams Coalition
36. Road Runners Club of America Shannon Miller, 7 Time Olympic Medalist
37. Snack Foods Association
38. Tommy the Tomato
39. TOPS Club, Inc.
40. The National Activity Plan
41. U.S. Army
42. U.S. Chamber of Commerce
43. U.S. National Physical Activity Plan
44. USA Rugby
45. W. K. Kellogg Foundation
46. WalkStyles, Inc.
47. Women Impacting Public Policy