



Mayors Wellness Campaign

Put your community in motion

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BAY HEAD NAMED NEW JERSEY “HEALTHY TOWN”

OCEAN COUNTY BOROUGH HONORED FOR PARTICIPATION IN MAYORS WELLNESS CAMPAIGN

Bay Head, New Jersey – The Borough of Bay Head and its Mayor William W. Curtis, were honored today by the Mayors Wellness Campaign as the eleventh community in the state to receive designation as a “New Jersey Healthy Town.” Bay Head received the designation for its strong and active participation in the Mayors Wellness Campaign.

“We are thrilled to recognize the efforts of Mayor Curtis and Bay Head to promote active living and healthy lifestyles through the Mayors Wellness Campaign,” said Emily Littman, Mayors Wellness Campaign Director. “Our statewide effort, which now involves more than half of all New Jersey towns, is beginning to pay dividends.”

“Putting our community in motion towards better health is one of the top priorities of our ‘GO Bay Head!’ campaign,” said Mayor Curtis. “The recognition as a New Jersey Healthy Town speaks volumes about our community’s commitment to better health.”

Bay Head received the “Healthy Town” designation for meeting the following requirements:

- Participation in the Mayors Wellness Campaign for one year or more;
- Establishment of sustainable programs in each of the Mayors Wellness Campaign categories: Youth in Motion, Seniors in Motion, Employers in Motion and Community in Motion;
- Willingness to share their program information with other communities throughout the state.

The Borough of Bay Head has instituted numerous wellness programs into its “GO Bay Head!” campaign including:

Youth in Motion:

- Cooking for Kids
- Kids Fit Summer Recreation Program
- Water Safety
- Bay Head Pasta Night

Seniors in Motion:

- Wellness Lectures
- Bay Head Walks
- Bay Head Wellness Fair
- Water Safety
- Yoga on the Beach

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Community in Motion:

- Bay Head 5K Memory Run
- Bay Head Pasta Night
- Bay Head Walks
- Recycle Your Sneakers
- Wellness Lectures
- GO Bay Head! Healthy Cookies
- Water Safety
- Kids Fit Summer Recreation Program
- Yoga on the Beach
- Bay Head Wellness Fair

Employers in Motion:

- GO Bay Head! Healthy Cookies
- Recycle Your Sneakers
- Fit Club
- Bay Head Walks
- Wellness Lectures
- Bay Head Pasta Night

Other towns that have received the MWC “Healthy Town” designation are: Bridgewater (2009), Clifton (2008), Fair Lawn (2010), Hamilton Township (Mercer County, 2007), Hillsborough (2010), Madison (2007), Nutley (2010), Parsippany (2009), Upper Saddle River (2010), and Woodbridge (2008.)

The Mayors Wellness Campaign (www.mayorswellnesscampaign.org) 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). The mission of the Mayors Wellness Campaign is to equip mayors and other key leaders with the tools to develop and implement active-living initiatives in their communities with the ultimate goal of improving health and reducing the skyrocketing health care costs that come with the obesity problem in New Jersey. Currently, more than half of the New Jersey’s 566 municipalities are participating in the campaign and are working aggressively to decrease obesity rates and increase the overall health of their communities. Major funding for the Mayors Wellness Campaign is provided by The Walmart Foundation.