

SAMPLE TEMPLATE--EDITORIAL STORY/INTERNAL NEWSLETTER ARTICLE

[Name of Company] Supports LIVE WELL-VIVIR BIEN NEW BRUNSWICK's™ Vision of a Healthier Quality of Life for Residents

Launched in 2014, LIVE WELL-VIVIR BIEN NEW BRUNSWICK is a city-wide campaign to create awareness and inspire New Brunswick residents to actively participate in the health and wellness resources and services that are available to them. LIVE WELL-VIVIR BIEN NEW BRUNSWICK harnesses the collective efforts of agencies, hospitals and businesses who provide resources in the areas of:

- Healthcare and mental health
- Physical activity
- Nutrition and healthy food access
- Career training, employment opportunities, housing assistance and educational resources
- Community safety

“[Insert name of company] is committed to the health and wellness of our residents,” said [name, title, company] “For ## years we have provided [insert resources, services, products] that help residents live healthier as it relates to [insert topic]. Supporting a collaborative, city-wide effort like LIVE WELL-VIVIR BIEN NEW BRUNSWICK is a natural fit for us. We look forward to assisting in any way that we can.”

Nearly 50 percent of children and adolescents in New Brunswick are overweight or obese compared to 21 percent nationally. This leads to a plethora of health issues such as high blood pressure, diabetes and high cholesterol--chronic illnesses that in the past have been generally associated with adults instead of children.

[Insert paragraph touting organization's current and upcoming initiatives in one or more of the five pillars.]

LIVE WELL-VIVIR BIEN NEW BRUNSWICK is a city-wide campaign to create a healthy and active community by connecting people to programs and activities that help achieve better health and overall wellness. Launched in 2014, the campaign is a collective effort led by New Brunswick Tomorrow and supported by a leadership team of three other New Brunswick-based organizations: Johnson & Johnson, Rutgers Robert Wood Johnson Medical School and The City of New Brunswick. The campaign is designed to foster community-based partnerships by encouraging networking and collaboration among community partners and organizations and involves partners in all sectors including: government, business, schools, hospitals, faith-based and community service organizations. For more information, visit: www.livewellnb.org.