

## **PARTNER ANNOUNCEMENT PRESS RELEASE**

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### **For Immediate Release**

#### **Media Contact:**

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### **[Name of Company] Partners with LIVE WELL- VIVIR BIEN NEW BRUNSWICK™**

#### ***Campaign Creates Awareness and Promotes Participation in New Brunswick's Health and Wellness Resources, Services and Activities***

[City, State] – [Date] –Today, [Name of company] announced its partnership support with LIVE WELL-VIVIR BIEN NEW BRUNSWICK, the city-wide campaign to create awareness and inspire New Brunswick residents to actively participate in the health and wellness resources, services and activities that are available throughout the city.

[Name of company] has a history of (is known for) providing (select: health, wellness, food access, social/supportive services, safety programs).

“We are proud to partner with and support the collaborative efforts that the LIVE WELL-VIVIR BIEN NEW BRUNSWICK campaign brings to New Brunswick,” said [name, title, company]. “Living well starts with an increased awareness of resources, planned programming, and events.

LIVE WELL-VIVIR BIEN NEW BRUNSWICK is designed to: reinforce partnership activities; foster community partner collaboration and increase awareness of health and wellness services available through agencies, hospitals and local businesses. The program focuses on health related services, physical activity, nutrition, social services resources and safety.

Nearly 50 percent of children and adolescents in New Brunswick are overweight or obese compared to 21 percent nationally. This leads to a variety 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.

“We are excited to have [Name of company] join as a partner to promote a healthier New Brunswick,” said Jaymie Santiago, Vice President, New Brunswick Tomorrow. “Community collaboration and support from the organizations that are seeking to make a positive difference in the lives of New Brunswick’s residents is critical to the success of the campaign. We applaud [Name of company] for joining in the effort to help improve the quality of life for all of New Brunswick”

**About [Company Name]**

[Insert company statement]

**About LIVE WELL-VIVIR BIEN New Brunswick**

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 to foster networks through community-based partnerships. 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 involves partners in all sectors – from government, to business, to schools, hospitals, and faith based and community service organizations.

For more information on the LIVE WELL-VIVIR BIEN NEW BRUNSWICK campaign, including how to become a partner, visit: [www.livewellnb.org](http://www.livewellnb.org).