



Mayors Wellness Campaign
Put your community in motion

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CHERRY HILL AND TENAFLY NAMED NEW JERSEY HEALTHY TOWNS

***BOTH MUNICIPALITIES HONORED FOR PARTICIPATION
IN MAYORS WELLNESS CAMPAIGN***

Pennington, New Jersey – Cherry Hill and Tenafly and their mayors, Chuck Cahn and Peter Rustin respectively, were named today by the Mayors Wellness Campaign as the sixteenth and seventeenth communities in the state to receive designation as a “New Jersey Healthy Town.”

Both towns received the designation for their strong and active participation in the Mayors Wellness Campaign and will be presented with a “New Jersey Healthy Town” sign to be placed in their town.

“We are delighted to recognize the efforts of Mayors Chuck Cahn and Peter Rustin in implementing active living and healthy lifestyle initiatives through the Mayors Wellness Campaign,” said Divya Padgaonkar, Wellness Coordinator of the Mayors Wellness Campaign. “Our statewide effort now involves well over half of all New Jersey towns.”

“Our goal has been to improve the health and wellness of all our residents by creating an atmosphere to encourage active living and a healthy lifestyle,” said Mayor Cahn. “By providing nutritional and recreational opportunities within the community, we have helped our residents and employees get in shape and become healthier. This recognition as a New Jersey Healthy Town speaks volumes about our community's commitment to better health.”

“Our Mayors Wellness Campaign supporters and our director, Carl Trop, have done a wonderful job of organizing programs that benefit our community,” said Mayor Rustin. “Tenafly is very pleased to be recognized as a New Jersey Healthy Town and to be part of the statewide Mayors Wellness campaign to enhance and encourage a healthy lifestyle for our citizens.”

Municipalities are eligible to receive the “Healthy Town” designation by 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.

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Cherry Hill created a MWC website and Facebook page and has instituted numerous wellness programs into its local Mayors Wellness Campaign including:

Youth in Motion:

- Children’s Dance, Shake It Up Teen Dance
- Roller Hockey
- Tween Fitness
- Karate Fit Tots and Kids
- Boys and Girls Lacrosse
- Girls on the Run
- Soccer, Tennis, Yoga, TaiChi, Swimming, Golf

Seniors in Motion:

- Low-impact aerobics, Gentle yoga, EZ Cardio
- Senior line dancing
- Keeping your heart healthy
- Ask the pharmacist
- Diabetes awareness & glucose screening
- Laughter therapy
- Silver Spinners

Community in Motion:

- Wellness Table / Take the Wellness Pledge
- Music Under the Stars
- Walk with the Mayor
- Healthy Cooking Classes @ Wegmans & ShopRite
- Mayor’s Wellness Day at Springdale Farms
- Jeremy Kane 5K Run
- Earth Fest Community Bike Ride

Employers in Motion:

- Employee Health Fair
- Health Risk Assessment
- Biometric Screening
- Healthy Cook Book

Tenafly has instituted wellness programs into its local Mayors Wellness Campaign including:

Youth in Motion:

- Walk to School Day
- Thrill the World Dance Event
- Numerous youth programs offered by Tenafly’s recreation department & schools

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Seniors in Motion:

- Nurses Day of Wellness
- Sponsored a team of seniors to walk in the Tenafly 5K
- Programs offered through Tenafly’s Senior Center

Community in Motion:

- Tenafly 5K
- Night of Fun & Fitness – Breaking the Chains of Obesity
- Walking Club
- Cook Well Tenafly
- Healthy Choice Partners – partnering with area restaurants to offer healthy choices on their menus

Employers in Motion:

- Participated in Bergen Battle of the Bulge
- Annual Walk at Work Day
- Mayor’s Wellness Corporate Challenge

Towns that have received the MWC “Healthy Town” designation since 2007 are: Bay Head (2011), Belmar (2011), Bridgewater (2009), Cherry Hill (2013), Clifton (2008), Fair Lawn (2010), Hamilton Township (Mercer County, 2007), Hillsborough (2010), Lincoln Park (2011), Madison (2007), Nutley (2010), Paramus (2012), Parsippany (2009), River Vale (2012), Tenafly (2013), Upper Saddle River (2010), and Woodbridge (2008.)

The Mayors Wellness Campaign (www.mayorswellnesscampaign.org) is a program 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 565 municipalities are participating in the campaign and are working aggressively to decrease obesity rates and increase the overall health of their communities. The Valley Hospital is the Bergen County sponsor of the Mayors Wellness Campaign. Major funding for the Mayors Wellness Campaign is provided by The Walmart Foundation.