



WELL
CITY



MILWAUKEE

Well Milwaukee?

For the Health of It.

We have an opportunity in our community: To become a national leader in wellness. To create a more vibrant and productive workforce. To be at the forefront of effective action on issues including health care costs and disease prevention by promoting healthy lifestyles.

Well City USA is a national initiative of the Wellness Councils of America (WELCOA). Its aim is to create a healthier American workforce by engaging entire business communities in improving the health and wellbeing of their employees.

Our region is one of only three communities selected to initiate a Well City project in 2007.

Join Our Well City Initiative

From the start, we've had strong momentum toward this milestone. A partnership between the City of Milwaukee, Greater Milwaukee Committee and the Metropolitan Milwaukee Association of Commerce, was strengthened through major contributions from the YMCA of Metropolitan Milwaukee. Other sponsors include Aurora Health Care, Children's Hospital and Health System, Froedtert & Community Health, Marshall & Ilsley Corporation, Wheaton Franciscan Healthcare. WELCOA's local affiliate, the Wellness Council of Wisconsin, is providing technical assistance.

Now, we need your participation to reach our goal.

By supporting Milwaukee's Well City initiative, you'll help to:

- Improve the health, wellbeing and productivity of your workforce and our community.
- Reduce the burden of health care costs for corporations and the region.
- Increase recruitment and retention of top talent by enhancing Milwaukee's image.
- Promote the perception of our region as leading not lagging.

Participating organizations will benefit from **lower health care costs** and **healthier, more productive employees**. And we'll all benefit from making our region a healthier, more attractive place to work, live and play.

Many Ways to Help

Here are some of the ways you can participate in Milwaukee's Well City quest:

- **Become a Well Workplace.** The Well City USA initiative evolved from WELCOA's Well Workplace Awards process, a national accreditation program for worksite health promotion that assists employers to build and sustain results-oriented wellness programs.
- **Donate to the cause.** Support our efforts through financial and service contributions to further our goal.
- **Volunteer your time and energy.** We need help to administer this initiative and spread the word about why it's important.

Whatever way you choose to help, you'll be supporting a vital effort that's making a real difference in the health and wellbeing of our entire region.

Our region has until the end of 2009 to achieve our goal of 50,000 employees in designated Well Workplaces.

So get involved today—for the health of it.

Call Janet McMahon, at (414) 274-0756 or visit www.wellcitymilwaukee.org for more information.