



## Well City Milwaukee

### *Making Wellness the Way of Work*

#### **For the Health of it.**

Milwaukee has been declared one of the healthiest cities in the nation and the largest city in the Midwest to receive the coveted *Well City USA* designation from the Wellness Councils of America (WELCOA), the nations' premier workplace wellness organization. *Well City USA* aims to create a healthier American workforce by engaging entire business communities in improving the health and wellbeing of their employees through workplace wellness programs.

The Well City Milwaukee initiative began in 2007 through a partnership between the City of Milwaukee, Greater Milwaukee Committee and the Metropolitan Milwaukee Association of Commerce. Over 40 area employers worked together to secure this designation and help create a healthy and vibrant Milwaukee.

#### **Become part of Well City Milwaukee.**

In 2010, Milwaukee reached the first step in workplace wellness by receiving Well City designation. Moving forward, the goal is to continue on the path to healthier lifestyles by broadening and deepening our outreach with employers to make workplace wellness standard practice in the Milwaukee business community.

Milwaukee understands what it takes to improve the health of our workforce and community. Vibrant good health demands healthy lifestyles and a supportive environment to prevent premature disease, disability and death. Well City Milwaukee member employers are transforming their workplaces to support health and create a new social norm for healthy lifestyles that will serve them well for the future.

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

- Improve the health, wellbeing and productivity of your workforce and our community.
- Reduce the burden of health care costs for your organization.
- Increase recruitment and retention of top talent by enhancing Milwaukee's image.
- Promote our region as a leader in health and workplace wellness.

Participating organizations will benefit from the support and educational opportunities provided by Well City Milwaukee. And we'll all benefit from making our region a healthier, more attractive place to work, live and play.

So get involved today, and make wellness your way of work.

For more information, contact Janet McMahon at (414) 274-0756 or visit [www.wellcitymilwaukee.org](http://www.wellcitymilwaukee.org).

**JOIN. SPONSOR. IMPACT.**