

Presented by
 KAISER PERMANENTE.



FOR IMMEDIATE RELEASE

Media Contact

Barb Jones
GroundFloor Media
303-765-4751 cell
BJones@groundfloormedia.com

LIVEWELL COLORADO LAUNCHES LIVEWELL AT WORK MONTH IN SEPTEMBER

Downtown Denver employers and employees challenged to become healthiest city in the nation

Denver (Sept. 3, 2013) – LiveWell Colorado, Kaiser Permanente and the Downtown Denver Partnership have joined together for LiveWell@Work Month during September to challenge downtown Denver employees and employers to become the healthiest business center in the nation. LiveWell@Work Month is designed to encourage Denver employers and employees to be more active and eat healthier during the workday and to make small, but sustainable, health-focused changes for healthier workplaces.

“People spend a majority of their waking hours at work, often times in a sedentary environment. Healthy employees are more productive, spend less on health care and feel better,” says Maren Stewart, CEO and president of LiveWell Colorado. “LiveWell@Work Month is a fun way to motivate employees to be more active and eat healthy at work, while showing employers how to support them with easy changes in the workplace.”

Many activities and giveaways are planned for employees throughout LiveWell@Work Month in downtown Denver, including a celebration hosted by Denver Mayor Michael Hancock on Sept. 10 at the Denver Pavilions. The Mayor will co-lead an exercise session with the Colorado Rally Man and representatives from LiveWell Colorado and Kaiser Permanente.

“I challenge all Denver employers and employees to make a concerted commitment toward a healthier work environment, and to help us become the healthiest city in the nation,” says Mayor Michael Hancock. “LiveWell@Work Month activities provide a great opportunity to take an active break during your workday and enjoy being outside and active in downtown Denver.”

Through a partnership with CafeWell, any employee in Colorado can sign up online to take part in healthy activity challenges to make easy changes at work and win prizes at the same time. Likewise, Colorado employers can take an online pledge to make simple changes at their worksite that encourage their employees to be healthier. There will be prizes for the most creative efforts that will be judged online, and all companies that take the pledge will be featured on the LiveWell Colorado website.

On *Workout Wednesdays*, sponsored by CoBiz Financial, downtown employees can participate in weekly activities during the lunch hour that include free outdoor exercise classes and workout demonstrations from local gyms and trainers. During *Fresh Fruit Fridays*, there will be fruit stands with free fresh fruit and fruit kabobs from Kaiser Permanente and Fruit Revival, along with roving LiveWell ambassadors handing out fruit from King Soopers, on the 16th Street Mall. On Sept. 12 (at Larimer Square) and Sept. 25 (at Denver Pavilions), LiveWell@Work will take over the streets for *Yoga on the Streets*, where employees can take part in free yoga sessions on traffic-free streets.

In addition to the many activities offered to Denver-area employees, employers are also encouraged to access the employer toolbox and take the pledge at LiveWellColorado.org/work to commit to making small changes in the workplace that encourage healthy food and beverage choices, as well as physical activity.

For more information about the LiveWell@Work month, please visit LiveWellColorado.org/work. Stay up to date with weekly information regarding the work challenges by “liking” LiveWell Colorado on [Facebook](https://www.facebook.com/livewellco), and following us on [Twitter](https://twitter.com/livewellco) and Instagram @livewellco.

About LiveWell Colorado

LiveWell Colorado is a nonprofit organization committed to preventing and reducing obesity in Colorado by promoting healthy eating and active living. Leading a comprehensive approach, LiveWell Colorado inspires and advances policy, environmental and lifestyle changes that aim to provide every Coloradan with access to healthy foods and opportunities for physical activity in the places they live, work, learn and play. LiveWell Colorado’s strategic partners and funders are the Colorado Health Foundation, Kaiser Permanente and the Colorado Department of Public Health.

###