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Bo Martinez named to LiveWell Colorado Board of Directors
*Economic Development Director for the City and County of Broomfield
joins statewide nonprofit board*

DENVER — August 8, 2016 — Bo Martinez, Economic Development Director for the City and County of Broomfield, has been named to the board of directors for LiveWell Colorado.

“We are honored to have Bo Martinez join the LiveWell Colorado board of directors,” said Chairman of the Board John Hopkins, R.Ph., former CEO of Rocky Mountain Health Plans. “He has a tremendous knowledge and understanding about community needs, transportation, housing and the value of partnerships.”

Martinez is a Colorado native who brings more than 20 years of experience in community and economic development, planning, transportation, housing, redevelopment, program development, and partnerships with the public and private sectors.

“I’m looking forward to serving on the board of directors for LiveWell Colorado,” said Martinez. “Working in partnership with obesity prevention initiatives across the state, LiveWell Colorado exists to help provide every Coloradan with access to healthy food and opportunities for being physically active.”

As the Economic Development Director for the City and County of Broomfield, Martinez works to establish and leverage existing networks and partnerships with the public and private sectors, greater engagement with prospective and existing businesses, sustain and increase employment, stimulate private investment, and revitalization to solidify and grow Broomfield’s economic base now and for the future.

Martinez has more than eight years’ experience from the City and County of Denver where he served as an Economic Development Administrator. While there, he directed Denver’s Neighborhood Marketplace Initiative, managed Business Services programs including business attraction, business retention and expansion, retail development, general fund and community development block grant budgets, and managed commercial revitalization and public infrastructure development projects.

Martinez was previously the Economic Development Manager for the City of Phoenix, Community and Economic Development Department. He also owned and operated a small business and was an Executive Director for a non-profit neighborhood development organization. Martinez earned a Bachelor of Arts degree in History and a Master’s degree in Urban and Regional Planning, both from the University of Colorado.

Martinez joins the LiveWell Colorado board, effective immediately, to serve alongside other distinguished community members, including John Hopkins, Neil Bertrand, Thomas Currigan, Barbara Grogan, Jim Garcia, Kurt Kennedy, Andrew Ritz, Rosemary Rodriguez, Paul Tamburello, Reginald Washington and Ann King White.

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LiveWell Colorado (www.livewellcolorado.org) is a statewide nonprofit organization committed to preventing and reducing obesity in Colorado by promoting healthy eating and active living. With the goal of eliminating health disparities and advancing health equity, LiveWell Colorado focuses its efforts on policy, environmental and lifestyle changes that remove barriers and increase access to healthy behaviors. Working in partnership with obesity prevention initiatives across the state, LiveWell Colorado aims to provide every Coloradan with access to healthy foods and opportunities for physical activity to make Colorado the healthiest state in the nation. For more information, please visit: LiveWellColorado.org.