



**FOR IMMEDIATE RELEASE:**

Gail Bennett,  
Director, Well City Milwaukee  
Workplace Wellness Account Executive, YMCA of Metropolitan Milwaukee  
414-840-1446

## **Milwaukee is first city in the nation to earn Well City USA Award twice**

*Well City Milwaukee celebration on April 23 will honor organizations that contributed*

Milwaukee – April 10, 2015 – Well City Milwaukee, a healthy collaboration between more than 40 Milwaukee-area businesses and organizations to deliver comprehensive, award-winning wellness programs to 130,000 employees in the greater Milwaukee area, has earned Milwaukee its second Well City USA Award, the only city in the nation to have twice received the prestigious designation from the Wellness Council of America (WELCOA). The Well City Milwaukee project was launched in 2007 by five leading partners: The City of Milwaukee, the Greater Milwaukee Committee, the Metropolitan Milwaukee Association of Commerce, the YMCA of Metropolitan Milwaukee and the Wellness Council of Wisconsin.

Well City Milwaukee will recognize the employers who collaborated to win the city's second Well City USA designation at the [Well City Milwaukee celebration](#) event on Thursday, April 23, from 7:30 a.m. to 9:30 a.m. at the Italian Conference Center, located at 631 E. Chicago St. in Milwaukee. Ryan Picarella, president of the Wellness Council of America, will keynote the celebration event and speak about the future of worksite wellness in the United States. He will also present the Well City USA Award to Milwaukee Mayor Tom Barrett. The celebration will showcase innovative ideas for workplace wellness programming, many of which are offered by the more than 40 local employers involved in the initiative. The event presenting sponsor is Froedtert & the Medical College of Wisconsin, with supporting sponsors UnitedHealthcare and Novo Nordisk.

Participating employers today – some of which were part of the first Well City initiative in 2007 – employ 28 percent of Milwaukee's workforce and have successfully implemented all seven benchmarks of best-in-class worksite wellness programs as outlined by WELCOA. These efforts have earned them national Well Workplace Awards for their respective organizations during the past three years.

"Those companies who have continued to follow the benchmarks since the first Well City Milwaukee initiative in 2007 are now measuring results in lowered health risks and reduced healthcare costs," remarked Jessica Raddemann, Executive Director of the Wellness Council of Wisconsin. "It is impressive to see so many employers in Milwaukee join forces on behalf of the health of their employees and families."

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One of those employers is Robert W. Baird & Co., a founding sponsor and long-standing supporter of Well City Milwaukee. “We value the well-being of each associate,” said Paul Purcell, Chairman & CEO of Baird. “In order for us to perform at the highest level for our clients, it’s important we stay healthy and invest in wellness at Baird.”

In 2010, Milwaukee became the largest city in the nation to earn the Well City USA Award through a collaboration of 34 employers. Since then, four other Wisconsin communities have followed Milwaukee’s lead to earn a Well City USA Award – Racine, Fox Cities, Oshkosh and Fond du Lac – and the number of participating employers has continued to increase.

While each organization realizes benefits from implementing wellness programs, their collaboration on implementing the benchmarks is what has made this initiative innovative, according to Gail Bennett, Director of Well City Milwaukee and Workplace Wellness Account Executive at the Milwaukee Y. “Each employer was required to gain input from employees, create a business plan and use data-driven methods to cover the same five areas of intervention at the worksite: physical activity, healthy nutrition, stress management, self-care and tobacco cessation in the way appropriate for their employee population. Their collective effort is helping make wellness the way of work in our city,” Bennett said.

The following employers will be honored at the Well City Milwaukee celebration on April 23 for their role in helping Milwaukee earn its second Well City USA designation:

- Alliance for Strong Families and Communities
- Alverno College
- Aurora Health Care
- Better Business Bureau of Wisconsin
- Children’s Hospital of Wisconsin
- Chr. Hansen, Inc.
- Church Metal Spinning Company
- City of Milwaukee
- Core Creative
- Core Health Group
- Creation Technologies
- Dental Associates
- Diversified Insurance Solutions
- Froedtert & The Medical College of Wisconsin
- Goodwill Industries of SE Wisconsin
- Greater Milwaukee Committee
- Hatco Corporation
- Helwig Carbon Products
- Independence First
- Joy Global Inc.
- Kleen Test Products
- Manpower Group
- Marquette University
- McClone
- Medical College of Wisconsin
- MGIC
- Michael Best & Friedrich
- Milwaukee Center for Independence
- Milwaukee County
- Milwaukee Public Schools
- Metropolitan Milwaukee Association of Commerce
- MSI General Corporation
- Outpost Natural Foods Cooperative
- Park Bank
- Pyramax Bank
- Robert W. Baird & Co.
- Strattec Security Corp.
- The Boldt Company
- The Starr Group
- Wheaton Franciscan Healthcare
- We Energies
- YMCA of Metropolitan Milwaukee
- Zilber, Ltd

A full list of employers in the Well City Milwaukee coalition can be found at [wellcitymilwaukee.org/employers](http://wellcitymilwaukee.org/employers).

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**About Well City Milwaukee**

Well City Milwaukee is an initiative to create a healthy and vibrant Milwaukee workforce and have a ripple effect on the community at large. This effort is led by the City of Milwaukee, Greater Milwaukee Committee, Metropolitan Milwaukee Association of Commerce, Wellness Council of Wisconsin and the YMCA of Metropolitan Milwaukee. Sponsored locally by the Wellness Council of Wisconsin, Well City USA challenges local businesses and community leaders to work together and engage entire communities in improving the health and wellbeing of their workforces and families. For more information, visit [www.wellcitymilwaukee.org](http://www.wellcitymilwaukee.org)

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