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**AETNA \$100,000 GRANT TO FUND
MAYORS WELLNESS CAMPAIGN “NEW JERSEY HEALTHY TOWN” INITIATIVE**

NEW PROGRAM WILL RECOGNIZE LOCAL EFFORTS TO PROMOTE HEALTHY LIVING

TRENTON – Aetna has announced that it will contribute \$100,000 to the New Jersey Health Care Quality Institute’s “Mayors Wellness Campaign” to launch a new “New Jersey Healthy Town” initiative.

“When Aetna first learned about the New Jersey Mayors Wellness Campaign more than two years ago, we were glad to be able to join in the initiative which shares our goal and commitment to helping all people achieve and maintain health and wellness,” said Patrick Young, President, Aetna Small and Middle Markets, Mid-Atlantic Region. “We’re very pleased with the success of the campaign, which grows each day as more communities take the lead from the mayors who are actively creating programs and spaces for their citizens of all ages to get fit and stay fit. This new initiative will help give some much deserved recognition to these local leaders who are making a real difference in the every day lives of the citizens they represent.”

Aetna helped to launch the Mayors Wellness Campaign with a \$200,000 “founding grant” in 2005 and has contributed substantial additional funding in subsequent years. The MWC partners with the New Jersey State League of Municipalities to promote healthy living and active lifestyles through local leadership.

“We are thrilled to continue our partnership with Aetna and to work together to take the Mayors Wellness Campaign to the next level,” said David Knowlton, President and CEO of the New Jersey Health Care Quality Institute. “Our statewide effort, which now involves more than 200 New Jersey towns, is beginning to pay dividends.”

More than 200 New Jersey municipalities are now participating in the Mayors Wellness Campaign.

“We look forward to many New Jersey towns earning the designation of “Healthy Town,” said Judy Doyle, MWC Director. “The grant will also help build a new interactive feature on the Mayors Wellness Campaign website that will give mayors and all New Jersey residents a quick and easy way to find out how their towns are involved in the campaign.”

Participating MWC towns can apply for the “New Jersey Healthy Town” designation if they meet the following criteria:

- A community must be a Mayors Wellness Campaign participant for one year or more;
- A community must demonstrate sustainable programs in each of the Mayors Wellness Campaign categories: Youth in Motion, Seniors in Motion, Employers in Motion and Community in Motion.
- A community must be willing to share its program information with other communities.

The Mayors Wellness Campaign is an initiative of the New Jersey Health Care Quality Institute (www.njhcci.org) in partnership with the New Jersey State League of Municipalities (www.njslom.org). The MWC supports mayors as champions of community health. The goal is to increase opportunities for New Jersey residents to participate in daily physical activity with a long-term goal of reducing health care costs secondary to obesity.