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City of Durham Named To Inaugural "Fit Community" List

Award Honors City's Efforts Promoting Healthy Lifestyles

The City of Durham has been named one of the first-ever recipients of the North Carolina "Fit Community" designation. Mayor Pro Tempore Cora Cole-McFadden will accept the honor from Lieutenant Governor Beverly Perdue at ceremonies today in Raleigh.

Durham is one of only eight municipalities to receive the "Fit Community" honor, which recognizes North Carolina municipalities that have exhibited a commitment to supporting healthy lifestyles in the areas of physical activity, healthy eating and youth tobacco use prevention. More than 40 cities and counties applied for the designation this year. "Fit Community" is a program of Fit Together, a partnership of the N.C. Health and Wellness Trust Fund and Blue Cross and Blue Shield of North Carolina.

"It is only appropriate that the 'City of Medicine' play a lead role in encouraging Durham and North Carolina citizens alike to make a commitment to a healthy, active lifestyle," said Durham Mayor William V. "Bill" Bell. "The people of Durham take this commitment seriously and we are seeing an increasing number of public and private industry programs that show our interest in making Durham one of the healthiest communities in the state and nation."

"The application process for the 'Fit Community' designation revealed partnerships on many levels of government, non-profit and private sector businesses, all working to build a stronger, healthier Durham community," said Alison Carpenter, bicycle and pedestrian coordinator for the City's Transportation Division in the Department of Public Works. "The 'Fit Community' designation recognizes all of these partners for their efforts, while rewarding and encouraging citizens to keep striving for healthy, active lifestyles."

The "Fit Community" designation is valid for two years. The City will be provided with road signs displaying the honor, and the City will have an opportunity to apply for up to \$60,000 in grant funding to further community efforts in the healthy-lifestyles area. Other North Carolina municipalities receiving the honor include the City of Asheville, Town of Chapel Hill, Town of Cramerton, City of Greensboro, City of Mount Airy, Town of Oak Island and the City of Wilmington.

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Good Things Are Happening In Durham

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