



CONTACT
Sheena Johnson
Director of Communications & Marketing
919.682.2133
sjohnson@durhamchamber.org
www.durhamchamber.org

FOR IMMEDIATE RELEASE
January 30, 2009

*****MEDIA RELEASE*****

Chamber begins health and wellness initiative

Durham, NC – The Greater Durham Chamber of Commerce is pleased to announce a new initiative, the Chamber Fit Challenge, which encourages and recognizes healthy lifestyles in the workplace. The Chamber Fit Challenge officially gets underway on March 2.

Employers and employees alike are experiencing a hike in healthcare cost, much of which is caused by unhealthy lifestyles and other health conditions. These conditions contribute to employee absenteeism and low productivity costing employers unnecessary money.

To help decrease these costs and to encourage companies to implement healthy workplace practices, the Chamber is offering its members an opportunity to participate in the Chamber Fit Challenge and get all of their employees working toward living healthfully.

“The Chamber Fit Challenge is a way for the Chamber to engage its entire membership in something that impacts their daily lives in the workplace as well as outside of the workplace,” said Casey Steinbacher, the Chamber’s president & CEO. “As we continue to research ways to help our members with healthcare costs and concerns, we wanted to empower them to begin incorporating ways to engage employees in healthy living.”

Each participating organization will have the opportunity to set their own goals and can decide which activities or programs are best suited for their workplace. Each month, participating companies send in updates on what has been implemented or what changes have been made, including success stories of employees. In October the company that has made the most progress and/or seen significant results from employees will be recognized at the Chamber’s Business Excellence Awards dinner.

The Chamber is also participating in the Challenge by ensuring menus at Chamber events include healthy options, encourage staff to move more by providing mini-breaks during the day to allow staff to exercise and use its staff meetings to promote ways to improve employee health, safety, and fitness.

Registration forms can be obtained by emailing Sheena Johnson at sjohnson@durhamchamber.org.

###



CONTACT

Sheena Johnson
Director of Communications & Marketing
919.682.2133

sjohnson@durhamchamber.org
www.durhamchamber.org

About the Greater Durham Chamber of Commerce:

The Greater Durham Chamber of Commerce is Durham County's leading business organization, serving more than 1,000 business, government agency and non-profit member firms. Through its community collaboration, programs and activities, the Chamber strives to help create and sustain a healthy economic climate ensuring that Durham is a great place to live, work and play. The Chamber also serves as the economic development entity for Durham County. In the last decade, the Chamber's economic development efforts have assisted numerous companies relocate operations or expand current operations in Durham, resulting in more than \$3.3 billion of investment in Durham and thousands of jobs.