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For release upon receipt:

WELL CITY FOND DU LAC ADDS NEW PARTICIPANTS!

Fond du Lac, Wis., February 10, 2014 - FOND DU LAC, WISCONSIN

Well City Fond du Lac is pleased to announce that the following employers have joined the initiative:

- **Fond du Lac County Economic Development Corporation**
- **Horicon Bank**

Well City is an initiative based around the Wellness Council of America's (WELCOA) Well-Workplace award designed to engage entire business communities in improving the health and well-being of their workforce.

- **The Vision:** To work with businesses and community leaders to help make our workforce one of the healthiest in America by developing and delivering results-oriented, evidence-based health promotion programs at the worksite
- **The Goal:** Ensure a minimum of 20 employers who collectively employ 20% of the area's workforce achieve WELCOA's Small Business Award or a Bronze, Silver, Gold or Platinum Well Workplace Award within a three year period.

To successfully achieve Well City Designation, Fond du Lac has until August 31st of 2016 to ensure that at least 20 employers representing no less than 20% of the workforce in zip codes 54935, 54936, and 54937 achieve Well Workplace Designation.

Speaking on behalf of Horicon Bank, Steve Leaman, AVP-Business Banking, notes that "Participation in the Well City Fond du Lac initiative is a Natural Choice for Horicon Bank and is consistent with Horicon Bank's commitment to overall health and wellness as demonstrated by our annual 5K Run/Walk for Wellness." Steve Jenkins, CEO of the Fond du Lac Economic Development Corporation, notes, "Employee health and wellness is a significant issue for Fond du Lac area employers and the success of the Well City Fond du Lac effort will be one way that the Fond du Lac business community will be able to differentiate itself from other business communities."

For more information about Well City Fond du Lac, contact Larry Richardson, Executive Director, FOND DU LAC AREA BUSINESSES ON HEALTH at 920-924-3780 or e-mail: lrichardson@faboh.com.

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