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For Release upon receipt:

**FOND DU LAC AREA BUSINESSES ON HEALTH (FABOH)
Well City Fond du Lac Kick-Off Event**

Fond du Lac, Wis., November 5, 2013 - FOND DU LAC AREA BUSINESSES ON HEALTH (FABOH), an employer-owned business coalition in existence since 1992, invites Community Members to the Well City Fond du Lac Kickoff Event.

The Well City Fond du Lac Kickoff event will be held on Tuesday, November 12th from 7:30-8:30 AM at the City County Building in Rooms F and G. Speakers for the event will include: Jessica Raddemann, Executive Director of the Wellness Council of Wisconsin, Sr. Mary Mollison, Chair of the Healthy Fond du Lac County 2020 Steering Committee, and Joe Moore, City Manager, Fond du Lac.

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.

On August 13, 2013 the Board of Directors of the Wellness Council of Wisconsin approved the Well City Fond du Lac strategic plan, officially marking the starting point of the Well City Fond du Lac initiative. To successfully achieve Well City Designation, Fond du Lac will now have until August 31st of 2016 to ensure 20 employers representing 20% of the workforce in zip codes 54935, 54936, and 54937 achieve Well Workplace Designation.

For more information on the Well City Fond du Lac Kickoff event or to reserve your spot, please contact Katie Schwartz, FABOH Executive Assistant at 920-924-3780 or e-mail: kschwartz@faboh.com

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