



**Wellness Council**  
Improving Health to Empower Business

## FOR IMMEDIATE RELEASE

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### **Three New Wisconsin Employers Earn Gold Well Workplace Award for 2009**

(Milwaukee, WI)—The Wellness Councils of America, with its local affiliate, the Wellness Council of Wisconsin, recently presented the coveted Gold Well Workplace Awards to **Alverno College, Creation Technologies, and Park Bank**. The Gold Well Workplace Award recognizes an organization for its commitment to the health and well-being of its employees. The Well Workplace designation is awarded throughout the year to employers from around the nation.

The Well Workplace Awards initiative is driven by a rigorous set of criteria. Since its inception in 1991, over 1,000 organizations, ranging from educational institutions to organizations in both the public and private sector, have earned the Well Workplace Award and are recognized as some of *America's Healthiest Companies*. David Hunnicutt, President of Wellness Councils of America, stated "In a time when the health of our nation's workers is not what it should be and health care costs consistently reflect this trend, the Well Workplace initiative provides employers with a powerful approach to stemming the tide of increasing costs and systematically working toward improving the health and well-being of [their] most valuable asset – [their] employees."

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The Well Workplace awards process is a demanding endeavor, but the benefits of this achievement are long-lasting. “Alverno College, Creation Technologies, and Park Bank all worked hard to successfully meet the rigorous standards set by the Well Workplace process,” said Jessica Raddemann, executive director of the Wellness Council. “It is our pleasure to recognize them as the newest Wisconsin employers to achieve Well Workplace status.”

The Wellness Council was founded in 1985 by the Wisconsin business community. Membership has grown from 9 founding companies to over 420 organizations representing 450,000 employees. With more than 2,500 member organizations located throughout North America, WELCOA is highly recognized and regarded for their innovative and results-oriented approach to worksite wellness.

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