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## **CITY OF CHARLESTON AND MUSC LAUNCH CHARLESTON HEALTHY BUSINESS CHALLENGE**

*Free program will encourage and assist Charleston area businesses in establishing work environments that promote a culture of wellness.*

Charleston, S.C. – Mayor Joseph P. Riley, Jr. announced the launch of The *Charleston Healthy Business Challenge*, a collaborative program developed by the City of Charleston, Lighten Up Charleston and the Medical University of South Carolina with support from presenting sponsors Arthur J. Gallagher & Company and BlueCross BlueShield of South Carolina. The purpose of the program is to encourage and assist businesses and organizations in establishing work environments that promote a culture of wellness.

The Challenge is free, voluntary and open to all business in the Charleston metropolitan area. Participants register online at [www.chbchallenge.com](http://www.chbchallenge.com) for access to the Charleston Healthy Business Challenge Scorecard, which outlines various actions to take to create a healthier workplace. Quarterly seminars hosted by MUSC and Lighten Up Charleston and sponsored by Sodexo, MUSC and Coca-Cola will focus on each of the four pillars of worksite wellness (healthy eating, active living, tobacco-free worksites and stress management) and will provide participants with valuable tools and resources to help reach their worksite wellness goals. An awards ceremony sponsored by the Charleston Regional Business Journal will be held in November to recognize and celebrate the successes of participating businesses.

Registration begins January 30<sup>th</sup> and a kick-off seminar hosted by Lighten Up Charleston and MUSC will provide interested businesses with additional information on the program.

Mayor Riley said, “Businesses that participate will see improved health of the organization and demonstrate a commitment to making our region a healthier place to live, work and visit. I encourage every business to join us in the Charleston Healthy Business Challenge.”

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