



ICMA-RC Recognized as an American Heart Association Start! Fit-Friendly Company

*Start! helps companies take steps
to decrease health care expenses, increase productivity*

Washington, DC – ICMA-RC has been recognized as a Platinum-Level Start! Fit-Friendly Company by the American Heart Association’s Start! movement for helping employees eat better and move more.

“The Start! Fit-Friendly Companies Program offers a unique, easy-to-implement opportunity for corporations to increase employees’ physical activity,” said Catherine Leggett, Senior Vice President of Human Resources for ICMA-RC. “Everyone can reap significant health benefits by starting a walking program.”

ICMA-RC has implemented all of the platinum-level goals, which include:

- Offering employees physical activity options in the workplace
- Increasing healthy eating options at the work site
- Promoting a wellness culture in the workplace
- Implementing at least nine criteria outlined by the American Heart Association in the areas of physical activity, nutrition and culture
- Demonstrating measurable outcomes related to workplace wellness

The Start! Fit-Friendly Companies Program is a catalyst for positive change in the American workforce by helping companies make their employees’ health and wellness a priority.

American employers face increasing health care expenses and health-related losses in productivity that cost an estimated \$225.8 billion a year. Many American adults spend most of their waking hours at sedentary jobs. Their lack of physical activity raises their risk for a host of medical problems, such as obesity, high blood pressure and diabetes.

Employers face \$12.7 billion in annual medical expenses due to obesity alone. Start! helps change corporate cultures by motivating employees to start walking, which has the lowest dropout rate of any physical activity.

Recognition is a critical component of the Start! Fit-Friendly Companies Program. Employers that join this program qualify for official recognition by the American Heart Association. They are listed on the program’s national Web site. In addition, qualifying companies also have the right to use the program’s annual recognition seal for internal communications and with external, recruitment-related communications.

Participating companies also get free access to program resources such as the free Start! Walking Program, materials to help promote company wellness programs to employees, internal newsletter templates and consultation on CPR/AED (automated external defibrillator) programs.

Start! also offers MyStart! Online, a free Web-based fitness and nutrition tracker for companies and individuals. A “dashboard” feature lets HR or wellness managers view employee participation in Start!

Start! is sponsored nationally by SUBWAY® Restaurants, Healthy Choice®, and AstraZeneca. For more information about the Start! Fit-Friendly Companies Program and how it is helping to improve the health of Americans by focusing on an activity that is convenient, free and easy, visit startwalkingnow.org.

About ICMA-RC

ICMA-RC is an independent non-profit corporation focused on providing retirement plans and related services for over 890,000 public employees in over 8,000 retirement plans. Its mission is to help build retirement security for public employees by providing investment tools, financial education, and other retirement-related services. The corporation also works to ease the administrative responsibility of local governments that offer these benefits to their employees. For more information visit www.icmarc.org.

About the American Heart Association

Founded in 1924, we're the nation's oldest and largest voluntary health organization dedicated to building healthier lives, free of heart disease and stroke. To help prevent, treat and defeat these diseases — America's No. 1 and No. 3 killers — we fund cutting-edge research, conduct lifesaving public and professional educational programs, and advocate to protect public health. To learn more or join us in helping all Americans, call 1-800-AHA-USA1 or visit americanheart.org.