



*****For Immediate Release*****

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**NCPA Announces Dr. Donna Shalala as the 100th Signatory of the
CEO Pledge at the 2013 HERO Forum**

Washington, DC – Today at the Health Enhancement Research Organization (HERO) 2013 Forum held in Orlando, Florida, The National Coalition for Promoting Physical Activity (NCPA) announced Dr. Donna E. Shalala, President of the University of Miami and former U.S. Secretary of Health and Human Services (HHS), as the 100th CEO to sign the CEO Pledge, a national campaign with the goal of encouraging every CEO in the United States to recognize physical activity as an important driver of employee health and business performance.

As the national spokesperson for NCPA's CEO Pledge, Jack Groppe, Ph.D., Vice President of Applied Science and Performance Training at Wellness & Prevention, Inc., a Johnson & Johnson company, and cofounder of the Human Performance Institute, a division of Wellness & Prevention, Inc., announced Dr. Shalala of the University of Miami as the CEO Pledge's 100th signatory, joining other industry and public health leaders such as Jerry Noyce of HERO and Nancy Brown of the American Heart Association, among many other companies and organizations.

"This is an exciting time for the CEO Pledge," said Groppe. "One hundred signatures demonstrate that leaders are recognizing movement as a critical driver of performance, health, and engagement – not only in the workplace, but in the community as well."

The annual HERO Forum is widely recognized as a leading venue where the latest in best practices, research and innovation in the field of health management is discussed. This year's forum, "Building the Business Case for Health Management," provides a perfect platform for announcing the 100 CEO Pledge signatories, who by signing the pledge have made a public statement about their commitment to physical activity and improving the health and wellness of their employees and their business performance.

"When corporate leadership is visibly committed to employee health, workplace health programs are more effective and employees are more successful at adopting and maintaining

healthy behaviors,” said Jerry Noyce, President and CEO of HERO. “The CEO Pledge is an ideal way for business leaders to make known their commitment to employee health and to capitalize on the best practices that leading wellness researchers and practitioners have identified. We’re thrilled that this significant announcement will be made during the 2013 HERO Forum.”

According to Noyce, nearly 400 corporate benefit professionals, executives and population health management experts attended the 2013 Forum, which featured presentations and workshops by executives from companies such as Boeing, Kaiser Permanente, Google, Wellness & Prevention, Inc., and Pfizer.

Scott Goudeseune, President of NCPPA, added, “The HERO Forum has been an important platform for industry and public health communities to discuss improving the sustainability of business through employee wellness. NCPPA is ecstatic to have this extremely relevant venue to announce the CEO Pledge milestone and to continue building momentum behind this important program.”

For more information on NCPPA’s CEO Pledge, including how to sign the Pledge, please visit www.ncppa.org. For more information about the 2013 HERO Forum, please visit <http://www.the-hero.org/Forum.htm>. For more information about Wellness & Prevention, Inc., please visit <http://www.wellnessandpreventioninc.com>.

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About the National Coalition for Promoting Physical Activity

NCPPA is the leading force in the country promoting physical activity and fitness initiatives. We are a diverse blend of associations, health organizations, and private corporations, advocating for policies that encourage Americans of all ages to become more physically active.

NCPPA Member Organizations

American Council on Exercise | American Heart Association | International Health, Racquet, and Sports club Association | National Council on Strength & Fitness | American Alliance for Health, Physical Education, Recreation and Dance | American Cancer Society | American College of Sports Medicine | IDEA Health and Fitness Association | MEND Foundation | National Athletic Trainers' Association | National Academy of Sports Medicine | NIRSA: Leaders in Collegiate Recreation | Prevo Health Solutions, Inc. | SPRI Products | United States Tennis Association |