



## **FOR IMMEDIATE RELEASE**

PHILADELPHIA, PA. (July 10) – Stayingwell4life a local wellness company is participating in the IBX Game Changer Challenge. IBX better known as Independence Blue Cross is sponsoring a contest focused on education with special emphasis on driving healthy behaviors such as eating right and getting fit. The contest winner will be granted \$50,000 toward implementation of their product or program. Stayingwell4life goal is to help solve some these alarming issue related to healthy behaviors i.e. obesity

“Childhood obesity has increased in the last few decades. From a rate of 6.5% in 1990s, to around 20% as of 2012, the statistics have shown a three-fold increase. The reasons for this whirlwind growth aren’t hard to find. Sedentary lifestyle, ubiquitous fast-food chains, and lack of required support are exactly the factors that have led obesity to be a problem of such enormous proportions” says Stayingwell4life, spokesperson.

### **What is Stayingwell4life?**

Stayingwell4life is a local Philadelphia based wellness company. Stayingwell4life is committed to assisting you develop a healthy workforce and a healthy community. Stayingwell4life believe this is a good and reasonable goal for many reasons. When your employees focus on improving their health through a wellness solution, your business benefits and so does your community as well:

- Increased productivity
- Healthier employees have a shorter recovery time after disability
- Costs and lost work time related to disabilities and on-the-job injuries are reduced
- Quality family engagement

With Stayingwell4life’s wellness programs, you can drive real change that will improve the health of your employees and your business and physical social engagement within your community and family circle.

**Contest winners will be announced by July 30, 2012**

For more information, visit [www.stayingwell4life.com](http://www.stayingwell4life.com)