



STEVEN M. FULOP
MAYOR OF JERSEY CITY

**CITY OF JERSEY CITY
OFFICE OF THE MAYOR**

CITY HALL | 280 GROVE STREET | JERSEY CITY, NJ 07302
P: 201 547 5500 | F: 201 547 5442



STEVEN M. FULOP
MAYOR OF JERSEY CITY

FOR IMMEDIATE RELEASE

Sept. 16, 2015

Contact:

Jennifer Morrill

Press Secretary

m: 201-376-0699

Email: jenniferm@jcnj.org

Jersey City Recognized by First Lady Michelle Obama at White House Event to Celebrate Let's Move! Cities, Towns and Counties Initiative

Jersey City Was First City in the Tri-State Area to Reach Gold Status in the Let's Move! Nationwide Initiative

JERSEY CITY – The City of Jersey City was recognized today by First Lady Michelle Obama, representatives from the National League of Cities (NLC) and several federal agencies at the White House during a celebratory event honoring the achievements made by local elected officials participating in the [Let's Move! Cities, Towns and Counties \(LMCTC\)](#) initiative. Department of Health and Human Services Director Stacey Flanagan attended the event, representing the City and the HHS staff whose work contributed to Jersey City being a leader in the initiative.

Jersey City was the first city in the tri-state area to achieve the five *Let's Move!* initiative goals and attain gold status.

“The work the Health Department is doing is changing lives across the city, as more and more residents young and old are becoming active, eating healthier and engaging with their community,” said **Mayor Fulop**. “We couldn’t be prouder of this recognition by the First Lady and the Obama Administration, which acknowledges the success of our HHS staff in the *Let's Move!* campaign, which has been a launching pad for additional health programs and partnerships.”

During the event, the First Lady announced that **500 cities, towns and counties**, including Jersey City, have committed to the [five goals](#) in the LMCTC initiative since July 2012. LMCTC is a key part of the First Lady’s *Let's Move!* initiative and helps local elected officials, their staff and communities ensure all children grow up healthy and have the ability to reach their full potential. NLC works in partnership with *Let's Move!* and the U.S. Department of Health and Human Services (HHS) to provide assistance to local elected officials.

Jersey City is part of a growing national movement to build healthier communities and ensure that the health and wellbeing of young people today and that of future generations is a priority. In 2013, Mayor Fulop tasked the Department of Health & Human Services (HHS) to spearhead a citywide push for fitness initiatives. The Mayor’s Partnership for a Healthier JC and the #healthierJC brand were established soon after. The LMCTC program provided a solid, comprehensive set of goals for the City.

(more)

(2)

In 2014, as part of the *Let's Move!* initiative, the Health Education Unit of the Department and Health & Human Services visited dozens of local early childhood daycare centers and conducted workshops to increase interactive physical activity and decrease childhood obesity.

HHS also launched *Wellness Wednesdays*, a program to encourage city employees to get out and walk or join weekly weight management programs during the lunch hour. This adult only activity was aimed at modeling behavior at Health & Human Services for our youth.

Mayor Fulop also tripled funding for parks and open space and has added more than 26 new recreational programs. *Women's Health* Magazine has also recognized Jersey City as one of the top five fittest cities in the nation.

At today's event, the First Lady also recognized the 52 communities, including Jersey City, that have achieved gold medals in each of the five goal areas, which include providing healthy school meals, opportunities for physical activity during and outside of school, and healthier early care and education programs.

"This groundbreaking milestone of reaching 500 communities brings us closer to the goal of providing every American with the opportunity to live in a community that prioritizes the health and well-being of their residents," said **National League of Cities President Ralph Becker, Mayor, Salt Lake City, Utah**. "These local policymakers, representing small and large communities from across the country, are transforming their communities into healthier places."

The 500 cities, towns and counties honored at today's event come from all 50 states, the District of Columbia and the Commonwealth of the Northern Mariana Islands. To date, approximately 80 million Americans live in a city, town or county participating in LMCTC.

For more information on the achievements by LMCTC communities, visit www.healthycommunitieshealthyfuture.org/spotlights/.

NLC works in partnership with *Let's Move!* and HHS, with support from USDA, the National Association of Counties and other nonprofit organizations, to provide assistance to local elected officials as they implement policy and program changes to improve access to healthy, affordable food and provide opportunities for physical activity for all children. The Robert Wood Johnson Foundation provides generous support to NLC to provide technical assistance to local elected officials working to create healthier communities and prevent childhood obesity, including those participating in LMCTC.

To learn more about Jersey City's participation in First Lady Michelle Obama's *Let's Move!* Initiative, contact the Department of Health & Human services at (201) 547-6800.

All media inquiries should be directed to Jennifer Morrill, Press Secretary to Mayor Steven M. Fulop at 201-376-0699 or jenniferm@jcnj.org././././