



BOROUGH OF FRANKLIN LAKES MAYORS WELLNES CAMPAIGN PRESS RELEASE

FRANKLIN LAKES NAMED A “NEW JERSEY HEALTHY TOWN”

On February 23, the New Jersey Health Care Quality Institute announced two municipalities, Franklin Lakes and Englewood, and their mayors, Frank Bivona and Frank Huttle, III, respectively, have been designated as this year’s “*New Jersey Healthy Towns*” by the Mayors Wellness Campaign (MWC), a program of the **New Jersey Health Care Quality Institute** in partnership with the New Jersey State League of Municipalities.

“Being named a Healthy Town by the Mayors Wellness Campaign is terrific recognition for the years of hard work we have put into raising awareness and promoting health and well-being in our community,” said Franklin Lakes Mayor Frank Bivona. “Thanks go to the countless volunteers and the leadership of Dina Robinson, our Mayors Wellness Coordinator. Franklin Lakes has always been a beautiful place to live and raise families and now we can say we are a healthy town dedicated to LIVING HEALTHY.”

MWC Coordinator Dina Robinson added, “Franklin Lakes puts a lot of pride and effort into health and wellness. ‘Living Healthy’ is what we stand by, and for the State’s Mayors Wellness Campaign to recognize and honor our efforts is a true accomplishment. We will continue to bring new and exciting activities, events and programs to promote Living Healthy and to stay committed to wellness.”

The Mayors Wellness Campaign (MWC) began in 2006 in partnership with the New Jersey State League of Municipalities to leverage local leadership to prioritize health and wellness in communities statewide. Today MWC has grown to 358 municipalities—almost two-thirds of the state’s 566 towns. Franklin Lakes began its Mayors Wellness Campaign in 2012.

“We had a record number of Healthy Town applicants this year, but Englewood and Franklin Lakes truly stood out. The two towns, although both in Bergen County, are so different,” said Janan Dave, Wellness Coordinator for the Mayors Wellness Campaign, “and their campaigns reflect their individual municipality’s needs, something we encourage all towns and cities to do.”

Highlights from Franklin Lakes' MWC include:

- Living Healthy Week featuring participating in wellness activities by many local businesses and a Living Healthy Fair on “National Eat Healthy Day,” which is a program sponsored by the American Heart Association.
- Encouraging residents to take the Wellness Pledge to get more active, eat healthier and “know their numbers.”
- Working with local restaurants and supermarkets to take a “Food Establishment Wellness Pledge” and to display the local Mayors Wellness logo on their menus to highlight healthy eating choices.
- Many health and wellness programs and activities such as the Franklin Lakes Triathlon, Youth Biathlon and Half Marathon (co-sponsored by the Wyckoff YMCA), the Mayors Wellness Walk at the Nature Preserve, the Baskets 4 Franklin Lakes basketball tournament, 8th Graduation Wellness Day, Paddle Days at the Nature Preserve, and Dream Team Baseball.
- Upcoming installation of outdoor fitness equipment around Muni Field.

For a copy of the Borough's application for New Jersey Healthy Town designation, click [here](#). Also, in the coming weeks the Mayors Wellness Campaign will be promoting its Living Healthy Challenge, a 10 week program challenging participants to engage in regular wellness activities and track their progress.