

# Hillsborough Township

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## News Release

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FOR IMMEDIATE RELEASE  
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### **Mayors Wellness Celebrates 10th Anniversary in Hillsborough Township**

“Hillsborough will renew our commitment to health during the 10th Anniversary Year of the Mayors Wellness Campaign (MWC),” announced Mayor Frank DelCore at Tuesday’s Township Committee meeting.

The partnership between Hillsborough and the Mayors Wellness Campaign began 10 years ago in an effort to encourage the local community to get on the path to active living and healthier lifestyles. The Mayors Wellness Campaign is an initiative of the New Jersey Health Care Quality Institute in partnership with the New Jersey State League of Municipalities. The Mayors Wellness Campaign was started in response to an Institute of Medicine report on rising rates of obesity, so one of the main goals of the MWC is to increase opportunities for New Jersey residents to participate in daily physical activity with a long-term goal of improving overall health and reducing and health care costs. In recent years, Mayors involved with the Campaign have also tackled advance care planning, end-of-life care, smoking cessation, health literacy, and chronic disease management.

Through public-private partnerships, the MWC provides structure and resources for healthy community initiatives. The intent of the MWC is to improve health and make New Jersey a national leader in community-based health interventions, by encouraging mayors to play a leadership role in supporting local assessments and opportunities for active, healthy lifestyles.

“Hillsborough Township has utilized the partnership with the Mayors Wellness Campaign to host various programs such as the Annual Fun Run in the Park, Senior Olympics, Smoke Free Parks, Blood Drives, Flu Clinics, Blood pressure screenings and much more. These events have encouraged both healthy lifestyles and increased community engagement in local programming,” added Mayor DelCore.

“I have seen the positive impact that the Mayors Wellness Campaign has had on our community and I’m excited to recommit Hillsborough Township to working to improve the health of our community during this 10th Anniversary Celebration” concluded Mayor DelCore.

For additional information, please go to [www.njhcqi.org/MWC](http://www.njhcqi.org/MWC).

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