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Live Well Pittsburgh Becomes First Live Well Allegheny Community *Campaign to Focus on Improving the Quality of Life for All of Pittsburgh*

PITTSBURGH – Allegheny County Executive Rich Fitzgerald and Dr. Karen Hacker, Director of the Allegheny County Health Department, today designated the City of Pittsburgh as the first *Live Well Allegheny* community. Dubbed “Live Well Pittsburgh,” Mayor William Peduto’s initiative kicked-off with a press conference and activities for the over 100 people in attendance.

“Live Well Pittsburgh captures the essence of what we have been working towards over the past 100 days and gives our city a roadmap for how we will holistically improve the total health of our neighborhoods in the coming years,” said Mayor Peduto. “Through innovative partnerships, and by continuing to work directly with the community, we will build on the many assets across our city to ensure we can all ‘live well.’”

The activities associated with Live Well Pittsburgh are intended to promote the idea that City residents can be healthy together, to include activities which are age-friendly and vibrant, and contribute to a thriving City of Pittsburgh. The effort includes activities that were established or initiated within the Mayor’s first 100 days, as well as ideas that provide for a robust campaign that elevates wellness and health as city-wide commitments.

Live Well Allegheny was launched in January as a comprehensive, innovative strategy on wellness that embraces a broad concept of living well to include physical health, mental wellness, personal and community safety, prevention and preparedness, and much more. The effort is being led by the Board of Health and Health Department Director Dr. Karen Hacker.

“One of the main goals of the *Live Well Allegheny* campaign has been to engage all 130 municipalities, including the 90 neighborhoods in the City of Pittsburgh,” said County Executive Fitzgerald. “I’m thrilled that Mayor Peduto made promotion of healthy active living one of the initiatives of his first 100 days. I look forward to working with him to improve our quality of life in the City of Pittsburgh, as well as in Allegheny County.”

Held at the Thelma Lovette YMCA, the Live Well Pittsburgh event included light appetizers prepared by Bar Marco with ingredients purchased at the Centre Avenue Shop 'n Save to show how easy it is to prepare locally purchased items. Additionally, an Imagination Playground was set up to allow children who were in attendance to play, and Citiparks was on hand with a stationary bike that attendees could ride to make their own bicycle-powered fruit smoothies.

A number of community partners and wellness organizations were on hand to lend their support to the effort including (but not limited to) AARP members, Allies for Children, American Diabetes Association, Arthritis Foundation, BikePGH, Buhl Foundation, Carnegie Library, Carnegie Museum of Art, Casa San Jose, Consumer Health Coalition, fitUnited, Food Policy Council, Global Pittsburgh, Greater Pittsburgh Community Food Bank, Greater Pittsburgh Urban League, Grow Pittsburgh, Heinz Endowments, Hill House, Homewood Renaissance, Hug Me Tight Childlife Centers, Kiva Zip, Latino Family Center, Let's Move Pittsburgh, Mentoring Partnership, Obama Academy, PAEYC, Pitt Center for Aging, Pittsburgh Cares, Pittsburgh Parks Conservancy, Playful Pittsburgh Collaborative, RiverLife, Robert Morris University/SWPPA, Sustainable Pittsburgh, United Way, Urban Innovation 21, Vibrant Pittsburgh, YMCA and the YWCA.

More information on the *Live Well Allegheny* campaign, including how to become a *Live Well Allegheny* community, can be found at www.LiveWellAllegheny.com. To learn more about Live Well Pittsburgh, visit pittsburghpa.gov.

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