



**FOR IMMEDIATE RELEASE**  
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**CONTACT:** Amie M. Downs  
412-350-3711 office  
412-327-3700 cell

## **Ross Township, West View Borough Become Live Well Allegheny Communities**

**PITTSBURGH** – Allegheny County Executive Rich Fitzgerald, Council Member Tom Baker, and Dr. Karen Hacker, Director of the Allegheny County Health Department, joined elected and appointed officials, as well as residents, of Ross Township and West View Borough as the municipalities were formally designated as *Live Well Allegheny* communities.

“This is our first ‘two-fer’ and we couldn’t be more excited to both Ross Township and West View Borough come on board with the *Live Well Allegheny* campaign,” said County Executive Fitzgerald. “The efforts of these two municipalities address our county goals of becoming a healthier county, while also supporting the efforts of the Health Department and many other innovative partnerships in making a difference in the lives of our residents.”

*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.

“My wife, Erin, and I believe wholeheartedly in living a healthy and active lifestyle and I am thrilled to partner with County Executive Fitzgerald and our leaders in Ross Township and West View on this initiative,” said Council Member Tom Baker. “It is incredibly important for residents to consider the role of exercise and nutrition in their daily lives and to make the most of the resources that exist in their communities to focus on healthy living.”

The *Live Well* launch happened today at the Ross Township Community Center during a Wellness Fair that was open to residents of both communities. The township-sponsored event included vendors from health organizations, gyms and fitness entities, healthy eating groups, and financial institutions, among others. The morning session was open to employees, while the afternoon session was open to the greater public. A number of community partners and wellness organizations were on hand to lend their support to the effort, including Healthy Works of PA, Club Julian, Sam’s Club, Med Express, Medi Weight Loss Clinics, AFLAC, Fitness 19, Citizens Bank, Organically Social, First Commonwealth, Exact Care Pharmacy, Finn Chiropractic, American Healthcare, Turo Chiropractic, Waddell & Reed, In the Moment Massage, Kane Regional, Alkaline Water, First Niagara and Dollar Bank.

“We’re thrilled to have these two communities become part of the *Live Well Allegheny* campaign together. While we are working cooperatively with stakeholders to engage organizations and entities in working together, these municipalities are already walking the walk,” said Dr. Hacker. “In addition to promoting participation in wellness campaigns, the communities have also committed to sharing information on events, developing trails and multi-modal transportation routes for its residents, and promoting and supporting farmers’ markets. We know that these are just the start of their plans, and look forward to seeing the steps they’ll be taking to have healthier municipalities.”

Ross Township has committed to sharing information on wellness campaign events and promoting participation in its wellness campaign for employees. Additionally, the township is developing outdoor wellness trails, walking maps and encouraging walking and bike riding. In their municipal building, they will be asking the vending company to add health foods and work with the company to post calories and nutrient contents for the foods offered. The township will also promote smoke-free buildings and perimeters, provide health information, and will use its websites and social media to provide information on other health and wellness related initiatives.

“The amenities of Ross Township assists in keeping the resident’s bodies healthy, as it is the only place you have to live in,” said Grant Montgomery, President of the Ross Township Board of Commissioners. “As part of the campaign, Ross is working to identify issues that impact health and will strategize and create a plan to remedy those issues. Together, we can assist ourselves and one another to foster the best health practices within our community and Allegheny County to help our residents live a better, healthier life.”

West View Borough has committed to engage its employees in a voluntary wellness campaign, offer incentives for employees who walk or bike to work, and promote a smoke-free workplace and perimeter. For its residents, the borough intends to share information on wellness campaign events, develop wellness trails for residents of all abilities, encourage walking and bike riding, and encourage involvement with community volunteer activities.

“Live Well Allegheny is an example of how two communities can move forward in a positive direction by working together,” said Bruce Fromlak, West View Borough Chief of Police and Manager. “Our goal is in improving the physical and mental well-being of our residents, and our common goal is in keeping the North Hills a welcoming and viable community. This partnership demonstrates that working as partners, we can accomplish that for all of our residents.”

Ross Township is a commercial center and residential community, located in the North Hills, just minutes from downtown Pittsburgh. The community has 22 park facilities to aid in its living well mission, as well as a Community Center and partners frequently with its schools. West View Borough shares the North Hills School District with its neighbors in Ross. The borough is located five miles north of Pittsburgh and shares its hilly and wooded geography with many of its neighbors in the North Hills. It also shares a desire to have a healthier community.

For more information on the *Live Well Allegheny* campaign, including how to become a *Live Well Allegheny* school, visit [www.LiveWellAllegheny.com](http://www.LiveWellAllegheny.com).

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**OFFICE OF THE COUNTY EXECUTIVE**

101 COURTHOUSE • 436 GRANT STREET • PITTSBURGH, PA 15219  
PHONE (412) 350-6500 • FAX (412) 350-6512

