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## 'Business Week' praises area's effort to promote good nutrition

The Eat Well, Live Well campaign that started at Wegmans Food Markets and moved into the community at large has received plaudits from *Business Week*.

The magazine's Nov. 23 issue asks, "Why wait for health reform?" and gives 10 examples of how communities, companies and insurers are plowing ahead.

Coming in at No. 4 was the Wegmans initiative that has been used by other companies and promoted by the [Rochester Business Alliance](#).

People who participate are encouraged to eat at least five cups of fruits and vegetables, and walk 10,000 steps each day.

According to the article, more than 44,000 people have participated over the past three years, making it the world's largest wellness program.

The article also praised the community effort to promote generic drugs and develop a regional electronic health records system.

PSINGER@DemocratandChronicle