



Bronx Residents Are Joining WHEDCo and The NYC Department of Health and Mental Hygiene In Stepping Up and “Taking the Stairs!”

Kick-Off Event at Urban Horizons Focuses on the Health and Environmental Benefits of Stair Usage

Bronx, NY – (July 23, 2008) - The Women’s Housing and Economic Development Corporation (WHEDCo), a community based non-profit organization dedicated to building a more beautiful and prosperous Bronx, is partnering with the NYC Department of Health and Mental Hygiene to host a kick-off event at Urban Horizons today as part of a campaign to promote stair usage in buildings across the City. The NYC Department of Health and Mental Hygiene selected WHEDCo’s flagship building containing 132 affordable apartments, Urban Horizons, to implement and evaluate a program to encourage residents of multi-family apartments to “Take the Stairs!” in an effort to improve fitness levels and conserve energy.

“Taking the stairs is great example of how staying fit can be a simple part of your everyday life,” said Dr. Karen Lee, the Health Department’s Deputy Director for Chronic Disease Prevention and Control. “Based on their commitment to community health initiatives and environmentally-friendly housing development, WHEDCo emerged as an ideal partner for us to explore ways to encourage stair usage and promote physical activity among residents in multi-family buildings.”

Calling on residents to “Burn Calories, Not Electricity”, the campaign addresses the current obesity epidemic in NYC and promotes environmental conservation simultaneously. As part of the program, stair prompt signs have been posted throughout Urban Horizons encouraging tenants to utilize the stairs instead of energy-wasting elevators. At today’s kick-off event residents will receive information on the health benefits of stair usage and other health and fitness resources. Fun fitness giveaways, including pedometers, coupons for free food at local farmers markets, and children’s bike helmets courtesy of the New York City Department of Transportation, will be available.

“WHEDCo believes that all families deserve a healthy and prosperous future and that all New Yorkers should support cutting back consumption of both calories and electricity.” said Nancy Biberman, WHEDCo’s president and founder. “We are thrilled to collaborate with The NYC Department of Health and Mental Hygiene to promote health and fitness initiatives throughout Urban Horizons.”

WHEDCo staffers are joining Urban Horizon tenants in taking the stairs.

The NYC Department of Health and Mental Hygiene will provide stair promotion signage, free-of-charge, to any NYC building willing to mount the signs. Signs can be ordered by calling 311.

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