



**For Immediate Release (March 23, 2011):**

**\*\*DIGITAL COLOR IMAGES AVAILABLE UPON REQUEST\*\***

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### **New Paltz Regional Chamber of Commerce Kicks Off 2nd Annual Lose2Win Challenge at Wellness in the Workplace Luncheon**

(New Paltz, NY) The **New Paltz Regional Chamber of Commerce** held its second annual **Wellness in the Workplace Luncheon** on March 16, 2011 at **The Would Restaurant**, Highland. The luncheon event kicked off the Chamber's **Lose2Win Challenge**, an annual workplace wellness weight-loss challenge designed to help Chamber member businesses create a healthy and productive work environment, sponsored by **MVP Health Care** and **Brinckerhoff and Neuville Insurance Group, Inc.**

According to the American Heart Association, "An estimated 145 million American adults are overweight and 74 million are obese, placing more than a third of the working-age population at risk for chronic illnesses. Just three chronic conditions—asthma, diabetes and hypertension—are associated with 164 million lost work days per year at a cost to employers of \$30 billion." The Chamber's **Lose2Win Challenge** is an excellent opportunity for local businesses of any size to promote healthy choices in the workplace. Participants may compete as part of a team or as individuals. The weigh-in deadline to participate is **Friday, April 1, 2011**. Call the Chamber at 845-255-0243 to learn more or to request Lose2Win Challenge materials.

Luncheon attendees enjoyed delicious healthy fare while learning more about the Challenge, along with other resources available through **MVP Health Care's Work Well, Live Well** program. A feature presentation by Nutritionist **Vicki Koenig, MS, RD, CDN** completed the afternoon with a fascinating look into the impact our food choices make on our lives and livelihoods. A variety of local health and wellness practitioners were on hand to offer helpful advice to attendees on their health goals. Vendors included **Condor Associates of NY, Genworth Financial, GunxCrossFit, Vicki Koenig MS, RD, CDN, Mid-Hudson Acupuncture, Roots and Wings, Sage Fitness** and **St. Luke's Cornwall Hospital Center for Rehabilitation**.

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Challenge sponsor and NPRCoC Associate Partner **Brinckerhoff and Neuville Insurance Group**, with offices in Poughkeepsie, Fishkill, & Cold Spring, is a community-based full service insurance agency representing policyholders throughout the Hudson River Valley. Tri-County Planning Services has always been a proud member of the Brinckerhoff and Neuville Group. The Vail & Sutton agency in Poughkeepsie was established 1846 and is the oldest independent insurance agency in New York. Brinckerhoff and Neuville Insurance Group offers comprehensive programs of protection and security, supported by a team of friendly, dedicated and experienced professionals committed to providing only the highest quality customer service. As a full service agency, they offer all types of insurance including Home & Auto; coverage for your Business; Bonding; and Life & Health Insurance. Brinckerhoff and Neuville Insurance Group offers no obligation quotes for all insurance needs. For more information call (845) 452-1776 or visit [www.brinckerhoffinsurance.com](http://www.brinckerhoffinsurance.com).

Founded in 1983, Challenge sponsor **MVP Health Care** is a regional, not-for-profit health insurer based in Schenectady, N.Y. MVP Health Care is a family of companies offering a range of health benefit plans and options combined with leading-edge wellness programs that help reduce health risks and control health care costs. MVP distinguishes itself by combining the wide range of health benefit plan options offered by large insurers with the attentive service and flexibility normally associated with a smaller company. MVP Health Care serves more than 750,000 members across New York, Vermont and New Hampshire. For more information visit [www.mvphealthcare.com](http://www.mvphealthcare.com).

Featured speaker **Vicki Koenig, MS, RD, CDN** is a Masters level Registered Dietitian Nutritionist. She has maintained a private counseling practice and consulting business since 1987. As consulting Nutritionist to the national Stonyfield Farm yogurt company, she writes on Wellness, answers consumer questions and helps with new product development. Drawing on her comprehensive knowledge of nutrition throughout the life cycle provides Vicki with a broad perspective when speaking, counseling, consulting and writing, allowing her to specialize in Nutrition for Wellness. For more information, visit [www.Nutrition-Wise.com](http://www.Nutrition-Wise.com).

The New Paltz Regional Chamber of Commerce, with more than 700 members, is an active and trusted voice in the regional business and residential community, advancing the business, industrial, agricultural and civic interests of the Mid-Hudson Valley Region. Programs and services of the Chamber are made possible, in part, by the support of its Corporate Partners for 2011: **Central Hudson Gas & Electric Corp.** (Leading Partner); **Brinckerhoff and Neuville Insurance Group** (Associate Partner); **Health Quest, Hudson Valley Federal Credit Union, KIC Chemicals, The Law Offices of James Yastion, PLLC, M&T Bank, Ulster Savings and Vanacore, DeBenedictus, DiGiovanni and Weddell LLP, CPAs** (Supporting Partners).

Members and visitors are welcome at the Chamber's Visitor Center, located at 257 Main Street in New Paltz. For more information about Chamber programs and Visitor's Center hours of operation, visit [www.newpaltzchamber.org](http://www.newpaltzchamber.org) or call the Chamber at (845) 255-0243.

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