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FOR IMMEDIATE RELEASE

BWI Health Promotions Names Marketing Director

BUFFALO, N.Y., June 23, 2011 – Fred Bristol has assumed the new role of Marketing Director at BWI Health Promotions.

Bristol, a business executive and educator with more than 35 years of sales and marketing experience, will direct the marketing strategy of BWI's health and wellness services. He will concentrate on workforce wellness solutions for organizations in Western New York and across the country, with online programs now available through BWI's National Health Promotion Training Institute.

As Vice President at the Buffalo Niagara Partnership for the past seven years, Bristol re-invented the healthcare insurance benefit program for local chambers of commerce and associations. He believes there is a need to focus on boosting prevention efforts to help keep people well and reduce their dependence on health insurance.

"BWI is the most innovative and comprehensive wellness provider in the area," Bristol said. "This opportunity seemed like a natural fit."

Bristol is also a Business Advisor and the Energy Coordinator at the Small Business Development Center at Buffalo State College, where he serves as an Adjunct Professor. He is the President of the Buffalo Niagara Sales and Marketing Executives (BNSME).

Bristol, a resident of Orchard Park, obtained his MBA from the University at Buffalo and bachelor's degree in psychology from Amherst College.

BWI Health Promotions has been a regional leader of comprehensive wellness management solutions, team-building, fitness programs and worksite health since 1994. Its goal is to provide customized health promotion services that positively impact an organization's bottom line and produce measurable results. BWI's National Health Promotion Training Institute offers web-based learning certificate programs for individuals looking to enhance their personal knowledge in the field of health promotion. For more information, call (716) 992-2732 or visit www.bwihp.com.

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