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FOR IMMEDIATE RELEASE

BWI names health promotion manager

BUFFALO, N.Y., August 30, 2010 – Lisa Schmidfrerick-Miller of Ashville has been promoted to health promotion manager at BWI Health Promotions to grow the company's worksite health services throughout Western New York, with special emphasis in the Southern Tier.

A certified wellness program manager, Schmidfrerick-Miller is helping organizations to develop and deliver effective outcome-based wellness programs geared toward creating behavior change. BWI's comprehensive wellness management services include health risk appraisals, health coaching, professional fit fairs, health education programs, fitness classes, staff development opportunities and more. She is also assisting in the development and delivery of the new BWI National Health Promotion Training Institute, which offers web-based learning certificate programs for individuals looking to enhance their personal knowledge in the field of health promotion.

Schmidfrerick-Miller coordinated the Healthy Heart Worksite Program in Chautauqua County, which provides employers assistance in creating workplaces that support healthy lifestyles and heart healthy behavior. She also served as the worksite wellness coordinator of Chautauqua County Steps to a HealthierNY, a grant program helping people of all ages exercise more, eat healthier foods and avoid tobacco.

She earned her master's degree in education from SUNY Fredonia and bachelor's degree in industrial and labor relations from Cornell University. Schmidfrerick-Miller is also a New York licensed massage therapist.

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.

For more information, call 992-2732 or visit www.bwihp.com.

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