

Contact: Shawna Dosser
BWI Health Promotions
Phone: 716-992-2732
Fax: 716-992-3747
tracybwi@verizon.net
www.bwihp.com



FOR IMMEDIATE RELEASE

New York State Professional Organization Partners with BWI to Offer Online Health Education Certificate Programs

BUFFALO, N.Y., November 27, 2011 – Professional development opportunities in health and wellness are expanding for educators through a new partnership between a statewide organization and a Buffalo-based business. The New York State Association for Health, Physical Education, Recreation and Dance (NYS AHPERD) is the first membership organization to partner with the BWI National Health Promotion Training Institute to offer school wellness programming, as well as cost-effective and convenient health education certification courses, to its members at discounted rates.

As a BWI Health Promotion Affiliate, NYS AHPERD is promoting BWI programs that incorporate New York State learning standards – including healthy school assemblies, outcome-based in-classroom and recreation programs, and the “Be Fit Kids-online” educational online program – and staff development programs.

NYS AHPERD members also have access to BWI’s three health promotion-focused courses, which may be delivered through a web-based learning platform or via onsite education in the traditional classroom setting. They include:

- BWI's Health Promotion Coordinator Certification: offers education, tools and skills for new employee wellness managers and wellness teams
- BWI's Personal Health Certification: an annual program ideal for educating employees in preventative health and well-being (small to large business group rates available)
- BWI's "Be Fit Kids" Instructor Certification: ideal for training individuals to administer an innovative, interactive youth health and fitness program

Continuing education units are available for all courses and have been approved by the Human Resource Certification Institute, IACET, BOC, NY State Office of Professions-PT Board and the National Board for the Certification of OTs.

NYS AHPERD’s services are based on strengthening the relationship between physical activity, health and academic achievement. Its nearly 3,400 members include teachers of health, physical education, recreation and dance; agency, worksite health professionals; youth coaches; and future professionals.

Colleen Corsi, NYS AHPERD Executive Director, referenced her respect for BWI Executive Director Shawna Dosser’s “dedication and enthusiasm for health education and the promotion of wellness communitywide” when speaking of BWI programs.

“The primary goal of NYS AHPERD is to provide the opportunity for our members to access quality professional development,” Corsi said. “Through our partnership with BWI, we expand those opportunities with a company that has a proven track record.”

BWI served as an education sponsor by providing each award recipient with a voucher redeemable for any one of BWI’s three certification courses at the Jay B. Nash awards dinner for the 2011 NYS AHPERD Annual Conference this month.

To learn more about partner opportunities with BWI, including private label, co-branding and up-selling opportunities, contact Dosser at bwihealth@verizon.net or 1-800-606-7422.

About BWI National Health Promotion Training Institute

The BWI National Health Promotion Training Institute is a subsidiary of BWI Health Promotions, which provides comprehensive wellness management services and health education training programs for corporations, schools and communities. The BWI National Health Promotion Training Institute was developed to offer web-based certificate

programs for individuals and/or professionals looking to enhance their personal knowledge in the field of health promotion. As a New York state regional health promotion leader, BWI's presence is expanding into the national business market with program delivery throughout the United States.

About the New York State Association for Health, Physical Education, Recreation and Dance

Since its inception in 1924, the mission of the New York State Association for Health, Physical Education, Recreation and Dance (NYS AHPERD) has been to promote, encourage, and advocate physically active and healthy lifestyles through school and community programs in health education, physical education, recreation and dance. Teachers are provided with the knowledge and skills to instill in their students the understanding necessary to examine alternatives and make responsible health-related decisions; such decisions include physical activity as a foundation for a healthy, productive and rewarding life.