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FOR IMMEDIATE RELEASE

Unifrax Partners with BWI Health Promotions for Employee Wellness Program

BUFFALO, N.Y., March 9, 2010 – Unifrax I LLC, a leading producer of high temperature insulation products for a wide variety of industrial applications based in Niagara Falls, N.Y., is partnering with Western New York's leading worksite wellness provider to offer an onsite wellness program to full-time and part-time employees, as well as their spouses. The focus of Unifrax's partnership with BWI Health Promotions is on improving the health of employees and their families, thereby helping to control medical insurance costs.

BWI, which provides worksite and school wellness solutions, has administered an initial comprehensive health assessment to employees and spouses of Unifrax's three operating sites at Niagara Falls, Tonawanda and Sanborn. Assessments gather a person's baseline health data through a health risk questionnaire, fitness testing and biometric screening to identify areas needing improvement in regard to blood pressure, cholesterol, body mass index (analysis of health/weight ratios) and tobacco use. In addition to Unifrax offering wellness education sessions, BWI is providing voluntary one-on-one health coaching for individuals deemed to be at highest risk for health issues associated with their lifestyle habits.

Health coaches are credentialed health professionals who institute accountability through a personal, confidential setting at the workplace. They break down barriers to address underlying causes obstructing positive choices, and individuals are empowered to identify their own pathways to making behavior change.

All Unifrax wellness program participants are encouraged to make positive change. BWI will complete a second health risk assessment six months after the first assessment. Reduced scores will count toward a financial incentive program offered by Unifrax.

BWI Health Promotions has been offering creative wellness solutions, 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 about how BWI Health Promotions services can benefit your organization, call 992-2732.

Photo:

Unifrax employee Jim Hines has his blood pressure taken by Briana Campbell of BWI Health Promotions as part of the initial comprehensive health assessment.

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