



Photo: Palm Springs Councilmember Paul Lewin, La Quinta Councilmember Linda Evans and Indio Councilmember Glenn Miller make a formal challenge

#### **PRESS RELEASE**

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### **Coachella Valley Health Collaborative kicks off 2014 challenge**

PALM DESERT, Calif. – Coachella Valley business owners, non-profit organizations, healthcare providers, schools, seniors and local governments attended a breakfast, sponsored by Eisenhower Medical Center, to kick-off the Coachella Valley Health Collaborative's 2014 Healthy Lifestyle Challenge which begins on Saturday, March 1.

Attendees at the Jan. 31 event were given information on how to set appropriate goals and keep track of their activity on an inter-active website. Participants can challenge friends and colleagues by walking, running, swimming, hiking, biking and even shopping. It all counts toward the final goal. Challengers can track their progress online or via a mobile app and receive weekly motivating reminders and health tips.

Many organizations came forward to challenge others at the breakfast, including a city challenge between La Quinta, Indio and Palm Springs; a hospital challenge between Eisenhower Medical Center, Desert Regional Medical Center and JFK Memorial Hospital; a school district challenge between Desert Sands Unified and Palm Springs Unified School Districts; and a university challenge between Cal State San Bernardino's Palm Desert Campus and the University of California Riverside Palm Desert Center.

“I look forward to the residents of the city of Indio once again competing with community members from the cities of La Quinta and Palm Springs in the upcoming Coachella Valley Health Challenge,” said Indio Councilmember Glenn Miller. “This friendly competition is a wonderful way to encourage people to exercise and develop healthy eating habits which improves participants’ overall health and well-being.”

Previous challenges, which have been sponsored by Desert Healthcare District and Desert Oasis Health Care, began in 2010.

Nearly 2,000 Coachella Valley residents participated in the collaborative’s 2013 challenge, recording more than 200 million steps (or 102,000 miles.)

The 2013 challenge saw 125 organizations, including valley cities and companies compete for internal prizes, as well as the collaborative’s “Best of the Best” award. A panel nominated by the collaborative considers all programs submitted for this special award and elects the most successful campaign based on meeting objectives and producing results. “Best of the Best” will once again be presented in October 2014.

Community members are invited to participate in the challenge as individuals or groups by visiting [www.wellable.co/CVHC2014](http://www.wellable.co/CVHC2014).

This year’s challenge will utilize Wellable, which is a mobile wellness company that enables organizations to promote health and wellness through a high engagement mobile app experience. Wellable connects with popular mobile applications such as RunKeeper, Fitbit, Foursquare and Moves to track physical activity and award “Wellable Points.”

CVHC headquarters and administrative support is provided by California State University, San Bernardino Palm Desert Campus. Editorial promotion is provided by Desert Health News.

For more information about the Coachella Valley Health Collaborative, contact Gary Jeandron, project director, at [gjeandro@csusb.edu](mailto:gjeandro@csusb.edu) or call (760) 341-2883, ext. 78163 or visit the collaborative’s website at <http://cvhc.csusb.edu>.

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