**FOR IMMEDIATE RELEASE CONTACT:**

<(Date)> <Company Media Contact>

# <Company Name (Award Winner)> Named a 2025 WWCMA WorkWell Massachusetts Awards Winner for Exemplary Worksite Health Promotion

# *Award recognizes successful corporate health improvement and wellness program*

**<Location>** – <Insert Company Name and one line description> is proud to have been named a 2025 WorkWell Massachusetts Awards program Award Winner in the <select: small, mid-size, large, largest> group category for exemplary worksite health promotion by the Worksite Wellness Council of MA (WWCMA), powered by Healthiest Employers. This award recognizes <Company Name>’s achievements in providing best-in-class programs and supporting employees through a culture of well-being.

<Insert highlights about Company’s wellness program (two or three sentences)>

“Due to the collective efforts and remarkable dedication of the wellness community, the competition for this year’s awards was exceptionally fierce,” says Barb Petersen, WWCMA Board Director and Co-Chair of the Awards & Recognition Committee. “The innovative approaches and high standards set by organizations across Massachusetts made this year’s selection process particularly challenging, underscoring the significant progress we’re making in advancing workplace wellness.”

“This year’s awards were especially exciting with a notable increase in first-time applicants and winners,” says Archana Kansagra, WWCMA Board Director, Co-Chair of the Awards & Recognition Committee, and founder of the WorkWell MA Awards program. “It’s inspiring to see so many new organizations stepping up and showcasing their commitment to workplace wellness. Their fresh perspectives and innovative programs have inspired meaningful change within their organizations and we’re looking forward to giving them a platform to share their best practices.”

WorkWell Massachusetts Awards is a corporate award program created by WWCMA, a not-for-profit member organization dedicated to the advancement of worksite wellness programs. WWCMA is partnering with Healthiest Employers, in recognizing people-first organizations who a proactive approach to employee health.

The judging is based on each organization's Healthiest Employers Index — a metric focused on six categories: Culture and Leadership Commitment, Foundational Components, Strategic Planning, Communications and Marketing, Programming and Interventions, and Reporting and Analytics. The questionnaire, scoring, and benchmarking were formed with the help of a national, non-biased group of representatives from the academic, medical, and wellness communities. The assessment is scored rubric style on a 1 - 100 scale, with each question totaling .25 - 3 points.

<Insert a quote from Company CEO, head of HR, or head of Wellness Program>

<Company Name> will be recognized for their best practices in employee health and well-being and receive their WorkWell Massachusetts Award at a special celebration event on Tuesday, November 4 from 2:30pm – 8:30pm at the Four Points by Sheraton, Norwood, MA.

Congratulations to all the organizations. [View the 2025 WorkWell Massachusetts Award Winners](https://wwcma.org/awards/).

### About Worksite Wellness Council of Massachusetts

### The Worksite Wellness Council of Massachusetts (WWCMA) is the preeminent, independent and objective resource for well-being in the workplace. The Council offers innovative wellness best practice education, networking and training along with insightful resources for use by Massachusetts organizations and their corporate wellness teams. Visit us at wwcma.org and follow us @WorkWellMass.

### About Healthiest Employers

Healthiest Employers® is a trusted awards program that recognizes people-first organizations taking a more proactive approach to employee health. Our goal is to be a resource for organizations focused on improving their employees’ health, creating a community invested in their populations' health and wellbeing. Since 2009, Healthiest Employers® has been the leading recognition program for employer wellness.

### About <Company Name (Award Winner)>

<Insert Company boilerplate>

- ### -