



FOR IMMEDIATE RELEASE

Healthy Workplaces, Healthy Communities receives website excellence award from 2016 WebAwards

EDINA, Minn. (Jan. 12, 2017) – [Healthy Workplaces, Healthy Communities](#) (HWHC), an initiative developed by the [Health Enhancement Research Organization](#) (HERO) to foster collaboration between employers and community leaders that improve broad population health, has received the [Web Marketing Association's 2016 WebAward for Non-Profit Standard of Excellence](#) in web development.

The website, www.get-hwhc.org, serves as an online hub with resources, practical tools and strategies for business and community leaders who have an interest in improving the health of their workplaces and the broader community. HWHC was established in 2013 through a grant from the [Robert Wood Johnson Foundation](#). The website was designed and developed by [Risdaal Marketing Group](#).

“We are honored to be recognized by the Web Marketing Association for our work on the get-hwhc.org website,” said Karen Moseley, vice president of education for HERO and manager of HWHC. “The site is a vital part of the learning and engagement experience for business and community leaders, and it provides invaluable tools for building and investing in shared health improvement opportunities. Providing a simple, understandable user experience is key to making it easy for all stakeholders to better understand and embrace their role in building healthy communities and a healthy workforce.”

The annual WebAwards competition is judged by a team of independent internet professionals representing various disciplines of website development. It includes members of the media, advertising executives, site designers, creative directors, corporate marketing executives, content providers and webmasters. The websites are judged on seven elements: design, innovation, content, technology, interactivity, copywriting and ease of use.

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About Healthy Workplaces, Healthy Communities – Developed by [HERO](#) (the Health Enhancement Research Organization), Healthy Workplaces, Healthy Communities (HWHC) is an initiative to foster collaboration between employers and community leaders to improve broad population health. HWHC provides business and community leaders with practical tools and strategies for building support and investing in shared opportunities. HWHC was established in 2013 through a grant from the [Robert Wood Johnson Foundation](#). To learn more, visit Get-HWHC.org. Follow us on [LinkedIn](#), [Facebook](#) and [Twitter](#): @Get_HWHC.

About HERO – Based in Waconia, Minn., HERO (the Health Enhancement Research Organization) is a non-profit corporation dedicated to the creation and dissemination of health and well-being research, education, policy, strategy, and leadership. HERO was established in 1996 as a not-for-profit, 501(c)3 corporation to create high quality employee health management (EHM) research, especially that dealing with the impact of modifiable health risks on health care costs. To learn more, visit <http://hero-health.org/>. Follow us on [LinkedIn](#), and on [Twitter](#): @heroehm.

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