



PRESS RELEASE

(for immediate release)

HERO will pivot annual conference to a fully virtual event

HEROForum21 will move to a virtual format as COVID-19 cases rise

RALEIGH, NC (September 9, 2021) – The Health Enhancement Research Organization (HERO) Board of Directors announces HEROForum21 will move to a fully virtual event with live streaming and on-demand recordings for members and non-members. Registration for the event is now open for virtual attendance only and will offer all of the content originally planned for breakout sessions, keynote speaker sessions and on-demand recordings. Several networking activities are also planned for the virtual event.

“We are deeply disappointed at missing another opportunity to convene the health and well-being industry in person, but we can’t put learning on hold. The Forum21 theme on mental and emotional resilience is critical now more than ever, and HERO is determined to pursue our purpose connecting science and practice to demonstrate the value of a health and well-being employer ecosystem,” said Karen Moseley, HERO President & CEO. “This profession is well-positioned to lead in preventing and reducing the burden of future disease for employees, families and communities.”

HEROForum21 was originally scheduled to take place in Austin, Texas during the week of October 11th through the 15th, 2021 at the Renaissance Austin Hotel. As the Delta variant continues to take a strong hold in the U.S. and cases rise, HERO believes in the duty and responsibility of promoting safe practices and supporting public health in this dire time. HERO is committed to preventing the spread of COVID-19 and encourages that all those able should receive the COVID-19 vaccination as well as follow CDC guidelines. HERO will continue to monitor the state of the pandemic for future meetings and events in 2022.

Due to the decision to pivot the event from a hybrid to a fully virtual conference, HEROForum21 may adjust some previously selected times in the scheduled agenda. Those who are already registered for the in-person events can expect a partial refund and will be automatically registered to participate in the virtual conference. More details will be released soon about specific events including Fall Think Tank and the Healthcare Summit.

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About HERO – HERO (Health Enhancement Research Organization) is a not-for-profit, 501(c)(3) corporation that was established in 1996. HERO is dedicated to identifying and sharing best practices that improve the health and well-being of employees, their families, and communities. To learn more, visit www.hero-health.org. Follow us on Twitter [@heroehm](https://twitter.com/heroehm) or [LinkedIn](#).