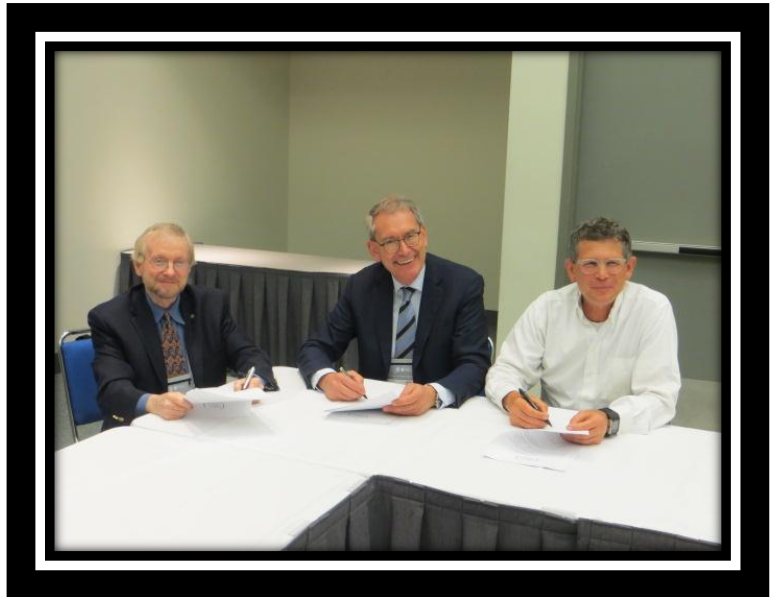


## Official start for the "European Initiative for Exercise in Medicine" (EIEIM)

Exercise is Medicine® is now officially underway in Europe - the formal contract (MOU) was signed between the "European Initiative for Exercise in Medicine" (EIEIM) and the American partner ,Exercise is Medicine®' (EIM) during the annual meeting of the American College of Sports Medicine (ACSM) from May 26th-30th in San Diego. Jürgen Steinacker, EIEIM Chair and Willem van Mechelen, EIEIM Vice-Chair signed the contract in San Diego with Jim Whitehead, ACSM CEO/Executive Vice President after constructive discussions with EIM in the past two years. The MOU will strengthen EIM as a global health promotion initiative.



The national center meeting at the ACSM annual meeting was attended by 48 national center staff members from 16 out of the total 43 worldwide EIM nations. The meeting was a great platform to meet EIM colleagues from all over the world and to exchange ideas about implementing EIM concepts in the different countries. An important topic was the development of partnerships with sponsors, funders, and health care and sports organizations as well as with government institutions.

The EIEIM Regional Center is located within the Division of Sports Medicine at the University Hospital Ulm (Prof. Dr. Jürgen Steinacker) and will coordinate and support all European national centers. Please contact Dr. Martina Zügel ([martina.zuegel@uniklinik-ulm.de](mailto:martina.zuegel@uniklinik-ulm.de)) or Lisa Kempter ([lisa.kempter@uniklinik-ulm.de](mailto:lisa.kempter@uniklinik-ulm.de)) for further information.

This year's EIEIM annual meeting will be hosted by the ,Fitness Academy Zagreb' and will be held from September 18th-19th 2015 in Zagreb, Croatia. International experts in the European healthcare system will present the current state of EIEIM in Europe and discuss strategies to increase physical activity awareness and introduce uniform standards for physical fitness assessment, exercise prescription and referral schemes.

Please register at: [www.exerciseismedicine-europe.eu](http://www.exerciseismedicine-europe.eu)