

**For Immediate Release**

[Insert Date]

**[University/College Name] Recognized by Exercise is Medicine® for Efforts to Create Culture of Wellness on Campus**

*[Campus] among 153 campuses honored worldwide*

[City, State] [Campus name] is one of only 153 universities and colleges around the world to be honored by Exercise is Medicine® for its efforts to create a culture of wellness on campus. [Brief description of campus' EIM-OC activities] helped [campus name] earn gold/silver/bronze level designation from the Exercise is Medicine® On Campus (EIM-OC) program. [Include if applicable: (Campus name) also earned EIM's COVID Conqueror badge, a new honor given to campuses that demonstrated creative adaptations to physical activity programming during the COVID-19 pandemic.

“We are thrilled to recognize these campuses’ commitment to make movement a part of daily campus culture and equip students with tools to cultivate lifelong physical activity habits, especially during the COVID-19 pandemic,” said Robyn Stuhr, vice president of Exercise is Medicine. “These campus programs are nurturing future leaders who will advance a key tenet of Exercise is Medicine: making physical activity assessment and promotion a standard in health care.”

[Insert quote from campus leader/official about EIM-OC program]

[Add lengthier description of campus EIM-OC activities/program]

Of the 153 campuses recognized this year, 73 received gold, 59 silver and 21 bronze. All gold, silver and bronze universities and colleges will be officially recognized in June as part of the 2021 virtual Exercise is Medicine World Congress, held in conjunction with the American College of Sports Medicine’s Annual Meeting.

EIM-OC calls upon universities and colleges to promote physical activity as a vital sign of health and encourages faculty, staff and students to work together to improve the health and well-being of the campus community.

EIM-OC launched its recognition program in 2014 to honor campuses for their efforts to create a culture of wellness. Schools earn gold, silver or bronze status based on their activities. Gold level campuses have created a referral system where campus health care providers assess students’ physical activity and refer students as necessary to a certified fitness professional as part of medical treatment. Silver campuses engage students, faculty and staff in education initiatives and make movement part of the daily campus culture while bronze level campuses promote and generate awareness of the health benefits of physical activity.

View a complete list of recognized schools and learn more about the EIM-OC program at [https://www.exerciseismedicine.org/support\\_page.php/eim-on-campus/](https://www.exerciseismedicine.org/support_page.php/eim-on-campus/).

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**About Exercise Is Medicine**

The American College of Sports Medicine (ACSM) co-launched Exercise is Medicine® (EIM) in 2007 with the American Medical Association. ACSM continues to manage the global health initiative, which seeks to make physical activity assessment and promotion a standard in clinical care, connecting health care with evidence-based physical activity resources for people everywhere of all abilities. EIM is committed to the belief that physical activity promotes optimal health, is integral in the prevention and treatment of many medical conditions and should be regularly assessed and included as part of health care. Visit [www.ExerciseisMedicine.org](http://www.ExerciseisMedicine.org) for additional information.

**About the American College of Sports Medicine**

The American College of Sports Medicine is the largest sports medicine and exercise science organization in the world. More than 50,000 international, national and regional members and certified professionals are dedicated to advancing and integrating scientific research to provide educational and practical applications of exercise science and sports medicine. More details at [www.acsm.org](http://www.acsm.org)