



FOR IMMEDIATE RELEASE

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Buffalo WellFest Expands to Broader Audience

BUFFALO, N.Y. – Harmony Expositions, WNY’s leading healthy living marketing company and regional producer of worksite healthy living expositions, announces the expansion of its annual **Buffalo WellFest**, Western New York’s largest and most comprehensive healthy living exposition. The third annual event, which drew more than 3,000 employees from over 100 employers in the downtown business corridor in 2008, is being expanded into a two-day experience open to all WNY employees, their employees and family members.

The theme for this year’s event is Discover a World of Wellness, which focuses on the wealth of healthy living options that exist in the upstate New York region. It will be held at the Statler Towers in Buffalo on Friday, April 17 from 10 a.m. – 3 p.m. for downtown employees and Saturday, April 18 from 10 a.m. – 3 p.m. for all WNY employees and their family members. Admission to Buffalo WellFest is \$10 for a family pass .

Harmony Expositions is proud to announce that the strategic partner and beneficiary of Buffalo WellFest 2009 is the Buffalo Niagara YMCA who will receive 100% of all admission ticket revenue sold through all WNY branches. Proceeds will be used by area YMCA branches for upgrading equipment and amenities to meet the needs of their communities. The YMCA will showcase their popular preschool, youth, camp, and membership programs while providing interactive attractions for children and families attending Buffalo WellFest.

Buffalo WellFest aims to increase awareness about healthy living options and support employees, employers and their family members in developing personalized programs for fitness, nutrition, reducing risk factors and improving health and productivity. “Employee health impacts the overall health of a company and our WNY economy,” stated Nancy Murphy, president of Harmony Expositions. “We focus on working with companies to provide useful, progressive healthy living options to improve their bottom line, increase employee productivity and reduce health care costs. Employer sponsored health care extends beyond the employee to the family and long-term health improvement must begin in the home”

Attendees will have the opportunity to interface with over 100 healthy living providers. Confidential health screenings including blood pressure, cholesterol, blood glucose and body mass index will be available from Kaleida Health at no additional charge. Health risk assessments and early detection and prevention screenings will also available from a variety of health care providers.

Vendors will include traditional and alternative medicine healthy living providers, healthy choice eateries and food purveyors, fitness experts, doctors, eldercare specialists, pharmaceutical and specialty health care providers, financial planners and a variety of other wellness providers. A farmers’ market will also offer fresh fruits, vegetables and healthy comestibles for purchase.

Harmony Expositions is currently offering event sponsorship, exhibitor registration and employer group admission packages. For more information or to register online, visit www.buffalowellfest.com or call (716) 539-5793.