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City of Salisbury Receives Fit Community Gold Level Designation

Salisbury, NC – December 20, 2011_The City of Salisbury has been designated a Gold Level Fit Community for 2011-2014. The designation, granted by the North Carolina Physical Activity and Nutrition (PAN) Branch of the North Carolina Division of Public Health, is the City's second designation as a Fit Community. The City of Salisbury was previously designated a Fit Community for 2007-2010.

Fit Community designations recognize North Carolina communities that currently excel in supporting physical activity, healthy eating and tobacco-free programs, policies, environments and lifestyles.

City of Salisbury Parks and Recreation and Community Planning staff led efforts earlier in the year to complete the competitive application process, with participation from partner organizations, including the Rowan County Health Department and the Rowan-Salisbury School System.

Feedback provided by Fit Community project managers indicates that the City excels in the areas of tobacco prevention, long range planning, program offerings and the promotion of park, recreation and obesity prevention opportunities. The development and support of policy initiatives that encourage healthy eating, active lifestyles and preservation of agricultural lands and resources, were identified as items of consideration for future planning efforts.

Salisbury Parks and Recreation Director, Gail Elder White states, "Designation as a Gold Level Fit Community further exemplifies the outstanding efforts by our community, through grassroots efforts and partnerships, to support and encourage healthy lifestyles."

The City of Salisbury was chosen as one of three designees and the only Gold Level designee for the current designation period. In addition, the City joins the ranks of only three communities in the state of North Carolina to receive Gold Level designation status. The Town of Cary and Mecklenburg County were designated Gold Level communities for 2010-2013. Designations are awarded at bronze, silver, gold and platinum levels. No community thus far, has been awarded a platinum level designation.

The City of Salisbury is an equal opportunity employer with over 180 different job classifications and more than 400 full time positions. For more information regarding the City of Salisbury and its services and departments, please visit us on the web at www.salisburync.gov. To receive updates regarding local initiatives, meetings, programs and events, please join the City of Salisbury's Facebook group at www.salisburync.gov/facebook or follow us on Twitter at <http://twitter.com/CitySalisburyNC>.

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