



FOR IMMEDIATE RELEASE

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Wildwood Crest named ‘Healthy Town’ for fifth straight year by statewide Mayors Wellness Campaign

WILDWOOD CREST – The Borough of Wildwood Crest has received a “Healthy Town” designation from the New Jersey Health Care Quality Institute’s Mayors Wellness Campaign for the fifth straight year, the organization announced last week.

According to the New Jersey Health Care Quality Institute, Healthy Town winners “go above and beyond to improve health and wellness in their communities through innovative programs in areas such as exercise, healthy eating, and mental health education and awareness.”

The Mayors Wellness Campaign (MWC) is a program of the Quality Institute in partnership with the New Jersey State League of Municipalities. In addition to a record-breaking 32 Healthy Town winners across the state, another 16 towns were designated as a 2024 “Healthy Town to Watch,” and seven were designated as a 2024 “Healthy Town Up-and-Coming.”

Wildwood Crest is one of just four municipalities from South Jersey to earn Healthy Town status for 2024. The others are Deerfield Township, Evesham Township and Stafford Township.

“Wildwood Crest is deeply committed to promoting wellness within our community. We are proud to be recognized as one of New Jersey’s healthiest towns,” Wildwood Crest Mayor Don Cabrera said. “I want to thank our wellness committee and staff for their hard work and our residents for their unwavering support and dedication to our shared vision. As we set our sights on 2025, let’s continue this important journey together.”

Each year, communities participating in the MWC complete a comprehensive Healthy Town application outlining the research they’ve done to identify their community health needs and explaining how they have organized their local MWC committee. The application also highlights the actions the towns have taken to make their communities healthier places to live, work, age, and play.

For more information, contact the Wildwood Crest Recreation Department at (609) 523-0202.

BOROUGH OF WILDWOOD CREST
6101 Pacific Avenue • Wildwood Crest, NJ • 08260
PHONE 609-522-5176 | FAX 609-522-7108 | wildwoodcrest.org