



FOR IMMEDIATE RELEASE

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Wildwood Crest named ‘Healthy Town’ for sixth 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 sixth straight year, the organization recently announced.

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 45 Healthy Town winners across the state, another 12 towns were designated as a 2025 “Healthy Town to Watch,” and four were designated as a 2025 “Healthy Town Up-and-Coming.”

Wildwood Crest is one of just seven municipalities from South Jersey to earn Healthy Town status for 2025. The others are Bass River Township, the Borough of Wenonah, Deerfield Township, Evesham Township, Merchantville Borough and the Township of Stafford.

“Being named a New Jersey Healthy Town for the sixth year in a row is a tremendous honor and a true reflection of our community’s commitment to wellness,” Wildwood Crest Mayor Don Cabrera said. “Through our Mayors Wellness Campaign, along with the dedication of our residents, volunteers, and staff, we continue to prioritize healthy living, connection, and quality of life for all who call Wildwood Crest home.”

Each year, communities participating in the MWC complete an extensive 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 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.

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