



NEW YORK STATE SENATOR

Gustavo Rivera

## Senator Rivera and Borough President Ruben Diaz Jr. Launch the Second Year of the Bronx CAN Health Initiative

GUSTAVO RIVERA June 4, 2012

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**Bronx, NY** - State Senator Gustavo Rivera (D-WF) along with Bronx Borough President Ruben Diaz Jr., Montefiore Medical Center and other community health partners launched the second year of the Bronx CAN Health Initiative on Saturday, June 2nd at St. James Park. Dozens of Bronxites participated in Saturday's health fair, taking advantage of blood pressure and diabetes screenings, a free Zumba class and the advice of health care professionals.

"As an elected official that represents part of the Bronx, I was extremely concerned to learn that our borough the unhealthiest in the state and that there are higher rates of childhood obesity, diabetes and other preventable diseases in the 33rd Senate District," **said Senator Gustavo Rivera.** "That is why last year when we launched the Bronx CAN Health Initiative, I pledged to make myself an example, losing over 27 lbs. since last June. This year I have pledged to continue to lose between 10-15 lbs. adhering to long-term goals that will ultimately have an enormous impact on my overall health. I encourage all Bronxites who haven't already joined me, to join me in taking the Bronx CAN Health Challenge this year so that together we can make the Bronx healthier."

"I am delighted that the Bronx CAN Health Initiative is beginning its second year of education, inspiration and motivation for healthier lifestyles. This year we will again launch the CAN Health Challenge, led by Senator Rivera, encouraging Bronxites to set some strategic wellness goals for the summer months. We are also putting the finishing touches on a CAN Retail Challenge that is aimed at educating our Bronx retailers on the minor but significant adjustments they can make to provide healthier food options to their consumers," **said Bronx Borough President Ruben Diaz Jr.**

"I am thrilled to join Senator Rivera and Borough President Diaz Jr. in the launch of the Bronx CAN Health Initiative" said **Steven M. Safyer, MD, President & CEO of Montefiore Medical Center.** "Our community leaders set tremendous examples for us, as does the partnership behind this important initiative. Montefiore is committed to furthering these efforts to promote physical exercise and healthier eating-choices crucial to reducing the rates of obesity and diabetes and to advancing the health of our borough.

"The Committee of Interns and Residents is pleased to be partnering with the Bronx CAN Initiative for the second year in a row, " **said Dr. Yusef Williams, Family Medicine Resident at Bronx Lebanon Hospital.** "As physicians practicing in the Bronx, we understand the importance of community projects like the Bronx CAN Initiative to empower Bronxites to make healthier choices. We applaud Senator Rivera's and the Borough President's commitment to making the Bronx a healthier borough and we look forward to supporting the initiative."

The Bronx CAN Health Initiative was launched in response to the Robert Wood Johnson Foundation's study that showed the Bronx as the unhealthiest county in the state of New York. This initiative will tackle issues of obesity, nutrition, exercise and access to preventative health in the Bronx. The month of June will be focused on physical fitness and exercise.

**Upcoming Bronx CAN events:**

- Saturday, July 7, 2012 - 1:30PM-3:30PM - Health Fair focused on Nutrition
- Saturday, August 4, 2012 - 1:30PM - 3:30PM - Health Fair focused on Preventative Health & Health Screenings