



Building the foundation for grass roots sports and health initiatives.

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Iowa Sports Foundation News

Hallihan recognized by peers to receive the Iowa Light of Wellness Leadership Award

DES MOINES, IOWA – Iowa Sports Foundation Executive Director, Jim Hallihan, received the Iowa Light of Wellness Leadership Award from the Wellness Council of Iowa on April 16.

The Iowa Sports Foundation promotes health, fitness, and positive lifestyles through health education programs and sports competition. Hallihan developed the nationally recognized and highly successful Live Healthy Iowa program has served as the pilot program for many states throughout our nation. Through Hallihan's efforts the Iowa Sports Foundation has received the Washington Freeman Peck Award twice from the Iowa Medical Society.

Under Hallihan's direction, the ISF developed the two youth wellness programs, Live Healthy Iowa Kids and Go The Distance Day. Live Healthy Iowa Kids is a free 100 day program designed to encourage young Iowans to increase their physical activity levels and make better food choices.

The Wellness Council's mission is "Better Business Through Wellness." The Council seeks to accomplish its mission by educating employers to create healthy work environments; assisting employers with development and improvement of their healthy promotion programs; and recognizing employers for achievement of excellence in health promotion at the workplace. In 2008, Hallihan has lead the ISF to reach 153,000 people in the wellness industry.

Because of the amount of time spent at work, the worksite can provide a stable, supportive, health-conscious environment while simultaneously providing education and encouraging personal responsibility for health. Quality health education programs coupled with a positive corporate culture have the capacity to impact people, companies, and communities. The Wellness Council promotes healthy lifestyle choices through the worksite in hopes that preventing disease would be more cost-effective than curing disease.

For a complete Hallihan biography, visit www.IOWASPORTSFOUNDATION.org.

The Iowa Sports Foundation (ISF) is a nonprofit sports management organization that helps develop amateur sports in Iowa and promotes positive lifestyles and physical fitness through athletic events and health education programs. The ISF host the Summer Iowa Games, Winter Iowa Games, Live Healthy Iowa, Live Healthy America, Live Healthy Iowa Kids, Go The Distance Day, Hoopin at the Dome, Net Fest, Fish Iowa Games, and the Iowa Games Golf Classic.

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