

December 6, 2010

FOR IMMEDIATE RELEASE

**CONTACT: DEBORAH ROBERTS PUGH
(662) 377-3712**

NMMC WELLNESS CENTER EARNS MEDICAL FITNESS FACILITY CERTIFICATION

TUPELO, Miss.—North Mississippi Medical Center Wellness Center has recently been recognized as the first certified medical fitness facility in Mississippi by the Medical Fitness Association (MFA), the nation’s leading organization dedicated solely to medically integrated fitness facilities. This certification is a significant step forward in the health of the entire community.

“NMMC’s mission is ‘to continuously improve the health of the people of our region.’ By promoting regular exercise and proper nutrition habits to our members and community, we are helping fulfill NMMC’s mission,” said Hank Boerner, NMMC Wellness Center director. “Standards set by the Medical Fitness Association help determine how well we provide this service.”

A 50,000-square-foot facility founded in 1989, the NMMC Wellness Center is the most comprehensive health and fitness facility in north Mississippi. All fitness instructors are specially trained, degreed and American College of Sports Medicine certified.

“We provide a degreed and certified staff during all hours of operation in the safest environment possible,” Boerner said. “The guidelines that we set for ourselves are higher than they have to be.”

MFA’s Medical Fitness Center Facility Certification program was launched in 2009, the first certification offered specifically to facilities in the medical fitness industry. Based on MFA’s Standards and Guidelines for Medical Fitness Center Facilities, the certification process involves an in-depth review of a facility’s adherence to the prescribed standards and guidelines.

The certification process helps ensure that facilities provide high quality, safe programs and services. MFA Medical Fitness Center Facility Certification is recognized as a mark of excellence in the health and wellness industry.

“Certified medically integrated fitness centers have the professional expertise and programming necessary to safely and effectively assist all people, regardless of their current health status, to develop, initiate and maintain an active lifestyle that minimizes risk and promotes health and wellness,” says Brad A. Roy, Ph.D., FACSM, FACHE, MFA Board Chair

Elect. “The MFA seal of approval assures consumers the facility has met the highest quality standards and will offer them appropriate and effective fitness/wellness programming by qualified staff.”

Founded in 1991, the Medical Fitness Association (MFA) is a professional membership association dedicated to the medical fitness difference and integrated care as the prescription for better health.