



greater rochester
Health
Foundation

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**White House Highlights YMCA Champions of Change
YMCA of Greater Rochester Nominates Greater Rochester Health Foundation
to Receive Prestigious Award**

ROCHESTER, NY — Today, the White House honors 12 people as YMCA Champions of Change. George Romell, president and CEO of the Greater Rochester YMCA, nominated John Urban, president and CEO of the Greater Rochester Health Foundation, for his leadership and community partnership with the YMCA of Greater Rochester. Romell and Urban will take part in the award ceremony today at the nation's capital.

The Champions of Change program focuses on YMCA leaders and Y partners for their efforts in transforming communities and making them better places to live, and was created as an opportunity for the White House to feature groups of Americans — individuals, businesses and organizations — who are doing extraordinary things to empower and inspire members of their communities.

"The YMCA of Greater Rochester is one of 12 YMCAs selected to be honored on a national level for our work in the community by representing and introducing a community champion," Romell said. "The Greater Rochester Health Foundation is the long-term community partner that we have worked with the closest to advance the agenda of healthy living, and I knew right away that John Urban on behalf of the Greater Rochester Health Foundation is who I would nominate for the Champions of Change award."

The Health Foundation was nominated by the YMCA of Greater Rochester for its efforts to improve the health of the Greater Rochester community through prevention (including childhood healthy weight and diabetes prevention), neighborhood health status improvement and healthcare delivery.

As a Y volunteer, and founder and leader of the Greater Rochester Health Foundation, John Urban brings vision and leadership to efforts that improve the health of the Rochester community. Through the foundation, John has supported expansion of the YMCA's Diabetes Prevention Program, programs to reduce obesity among Hispanics and African Americans, initiatives that encourage healthy behaviors among families and young children, and efforts to transform community environments to provide opportunities for healthy living.

Visit www.whitehouse.gov/live to watch a live webcast of the Champions of Change award ceremony from the White House today at 12:45 p.m. ET. The award will be given at approximately 2:15 p.m. ET.

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