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NEBRASKA COMPANY HONORED BY HHS FOR PROMOTING HEALTHY LIFESTYLES *Lincoln Industries Wellness Initiative Received National Award*

LINCOLN, Neb. – Lincoln Industries Wellness Initiative has been chosen as a national Innovation in Prevention Award winner by the Department of Health and Human Services (HHS) for its efforts in promoting healthy lifestyles in its community. The award was presented during the Innovation in Prevention Luncheon Awards Luncheon in Washington, D.C.

The awards are part of President Bush's ongoing *HealthierUS* initiative and HHS' continuing focus on highlighting preventive health and recognizing organizations that implement innovative approaches to address chronic diseases and promote healthier lifestyles. Lincoln Industries, which provides metal finishing and a full range of other integrated finishing services, has been named as the recipient of the Healthy Workplace Small Employer award for its wellness program.

"Lincoln Industries Wellness Initiative demonstrates how companies can effectively integrate health promotion programs into their workplaces," HHS Secretary Mike Leavitt said. "It is commendable that this company is focused on improving the wellness of its employees."

The promotion of wellness permeates Lincoln Industries' work place, and is a goal that is provided for in company benefits and business strategies during employee orientation. Every employee in Lincoln Industries has wellness goals that are attached to their individual performance evaluations. Furthermore, each training program specific to leadership development has a wellness component, which uses unique incentives to encourage healthy lifestyles.

One incentive is Wellbucks, \$40 each quarter for participation in specified activities. Go! Platinum is another incentive program that ranks (Platinum, Gold, Silver and Bronze) employees based on their health status, wellness participation, tobacco use, and safety. A reimbursement and an award is given to employees who reach Gold and Platinum status at the end of the year. The company offers 10 or more major health programs on an annual basis and has demonstrated significant results in awareness, nutritional behavior, weight loss, physical activity, and stress reduction.

"Lincoln Industries realized early on, that a culture of wellness was good for the bottom line, but most importantly the right thing to do," said the company's president, Hank Orme. "Everyone here knows that the wellness program is here for them. From quarterly physicals to our champions awards dinner, we support our people and believe in them."

The Innovation in Prevention Awards Luncheon was part of the 2007 National Prevention Summit.

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