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# London Bay Homes Scores Blue Zones Project Approval

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London Bay Homes receives its Blue Zones Project Approved recognition. Photo provided.

London Bay Homes is the first homebuilder in the area that has been designated as a Blue Zones Project approved worksite.

The initiative is honoring the company's long-standing commitment to helping its employees achieve healthier lifestyles.

Nearly two years ago, London Bay Homes President and CEO Mark Wilson, created a corporate wellness program, according to a news release, after he came to the realization that if he has access to health screenings and wellness programs, his employees should as well.

"We consider our employees as a whole person, not just what happens from 8 to 5," he said. "A team member's overall health and wellness makes for a happy and more productive person. The Blue Zones Project designation is a natural evolution for us."

Over the past several years, London Bay Homes has created a wellness-focused workplace, vice president of human resources, Sabra Smith, said by offering its employees free gym memberships, Fitbit fitness trackers, stability balls to replace office chairs, wellness-inspired challenges,

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nutritional coaching and healthy lifestyle programs throughout the year.

The Blue Zones initiative is rooted in the New York Times best-selling books by Dan Buettner, "The Blue Zones Solution: Eating and Living Like the World's Healthiest People," and "Thrive: Finding Happiness the Blue Zones Way."

Since 2009, Blue Zones has applied the books' tenets to communities and corporations across the U.S.

According to a news release, it has been proven to successfully raise life expectancy and lower health care costs while also bringing down smoking and obesity rates.

In 2010, the Blue Zones Project team partnered with the Beach Cities Health

District in Southern California.

Together they worked with Redondo Beach, Hermosa Beach and Manhattan Beach.

After the project was implemented, in just two years, residents saw a 14 percent drop in obesity and a 30 percent decrease in smoking rates across the entire community.

The Blue Zones initiative in Naples was brought to Southwest Florida through the NCH Healthcare System.

In collaboration with Healthways, the Blue Zones Project is based on principles developed by Buettner and measured by the Gallup-Healthways Well-Being Index, the first-ever daily assessment of U.S. residents' health and well-being.

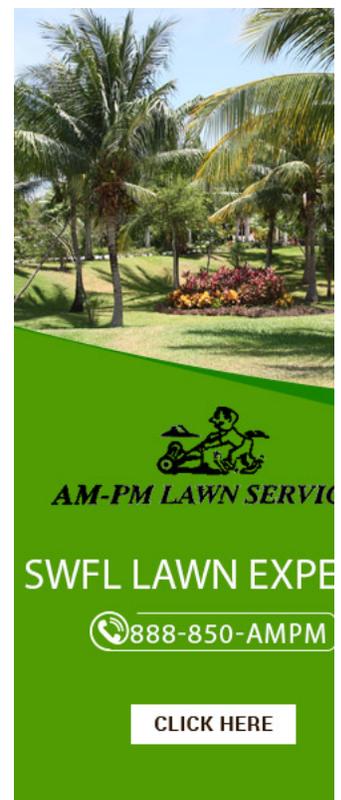
Earlier this year, London Bay Homes established and funded a multi-faceted health and wellness program for its employees.

The 12-week program partnered with Dr. Corey Howard, president and CEO of Physicians Life Centers and a functional medicine practitioner.

Participating employees attended the first session, which included a full blood work analysis followed by a one-on-one consultation; a series of educational seminars with topics ranging from nutrition and fitness, to sleep, stress management and mindfulness; and Lunchtime Moai (MO-eye) walking groups and workout sessions, facilitated by Howard, in which employees were encouraged to ask health-related questions.

"I am truly a believer that when you feel better, you do better," said Wilson. "This permeates throughout the entire company, creating an environment of positive focus resulting in better client experiences, which is at the core of London Bay Homes' success, as well as our mission."

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