



For Immediate Release
Oct. 26, 2016

Contact: Kevin McArdle
973-466-5336
Kevin_McArdle@HorizonBlue.com

Mary Meluso
201-253-1335
mmeluso@lsc.org

Horizon Foundation for New Jersey and Liberty Science Center Team Up to Help Families be Healthier and More Active

(Newark and Jersey City, NJ, Oct. 26, 2016) – In keeping with The Horizon Foundation for New Jersey's (The Foundation) priority to make New Jersey and its residents healthier and more physically active, The Foundation announced today that it has formed a three-year partnership with Liberty Science Center (LSC) to create the Horizon Foundation Family Fitness Route onsite at LSC. The Route leads families through a series of physical challenges throughout LSC including climbing the iconic Infinity Climber, scaling a rock wall, traversing a balance beam, and more.

"It's important for families to know that incorporating physical activities in their daily routines is not only easy to do, but it can also be very fun. Embracing a fit lifestyle also helps guard against negative health consequences like weight gain and obesity," said Dr. Minal Patel, Senior Vice President, Chief Strategy Officer for Horizon Blue Cross Blue Shield of New Jersey. "We are thrilled to team up with Liberty Science Center to present this exciting Fitness Route."

When families visit LSC they'll receive a Horizon Foundation Family Fitness Route activity guide which will be stamped each time they complete a challenge along the Route. After successfully completing the Route, families will be entered to win a LSC Family Membership. Winners of the quarterly drawings and up to four additional guests will enjoy free admission to LSC for a year.

"The Horizon Foundation Family Fitness Route is a terrific addition to the already world-class exhibits, attractions and activities we've always offered to the more than 650,000 people who visit Liberty Science Center every year," said Paul Hoffman, President and CEO of LSC. "We join The Foundation in its commitment to leading the way to a healthier, more active New Jersey with a focus on fun, fitness and disease prevention."

To complement the Horizon Foundation Family Fitness Route, LSC also created a new Live Science feature called Heart and Soul, which includes demonstrations on the importance of healthy eating. The dynamic 20-minute sessions run throughout the day and LSC educators engage visitors by ensuring the demonstrations rely heavily on audience participation.

At today's ceremony, Dr. Patel presented Mr. Hoffman with a \$300,000 check to support the Horizon Foundation Family Fitness Route. Also in attendance were: State Senator Sandra Cunningham; Assembly members Nicholas Chiaravalloti and Angela McKnight; Jersey City Deputy Mayor Vivian Brady-Phillips and lead science teacher Ms. McCall from Middle School #7 in Jersey City and her 6th grade students who all successfully completed the Route.

Learn more about LSC at <http://lsc.org/see-whats-happening/current-exhibitions-and-experiences/horizon-fdn/>

About the Horizon Foundation for New Jersey

The Horizon Foundation for New Jersey is committed to working alongside those who can help us improve our neighbors' health, inform their health decisions and inspire them to lead healthier, more fulfilling lives. The Foundation's funding pillars are Caring, Connecting and Creating. Horizon Blue Cross Blue Shield of New Jersey is the sole member of The Horizon Foundation for New Jersey, both of which are independent licensees of the Blue Cross and Blue Shield Association. For more information please visit www.Horizonblue.com/Foundation

About Liberty Science Center

Liberty Science Center (LSC.org) is a 300,000-square-foot not-for-profit learning center located in Liberty State Park on the Jersey City bank of the Hudson near the Statue of Liberty. Dedicated to bringing the power, promise, and pure fun of science and technology to people of all ages, Liberty Science Center houses 12 museum exhibition halls, a live animal collection with 110 species, giant aquariums, a 3D theater, the world's largest IMAX Dome Theater, live simulcast surgeries, a tornado-force wind simulator, K-12 classrooms and labs, and teacher-development programs. More than 250,000 students visit the Science Center each year, and tens of thousands more participate in the Center's offsite and online programs. LSC is the most visited cultural institution in New Jersey with more than 650,000 visitors annually and the largest interactive science center in the NYC-NJ metropolitan area.

###