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**WE Team Embarks on Mission to Inspire Greater Access to Nutrition and Exercise for All.**

**Colorado Springs, Colorado (January 15, 2015):** Today, Worley Enterprises, the WE team, a company which has provided a variety of concessions, vending, and facilities operation services to government and private industry since 1992, announced WE Fit Wellness. Drawing on latest research showing a higher level of obesity and its associated negative consequences among people with disabilities, seniors, and Americans in poverty the company plans to reach underserved populations with encouragement, information, and strategies to reduce obesity and improve quality of life. The innovative program was inspired by the company’s successes implementing wellness efforts for WE team associates as well as its long-standing commitment to lower the appalling unemployment rate among people with disabilities, which now stands at more than 75%. The timely initiative is also driven by the need to train and assist concessionaires, vend operators, and agencies to improve marketing techniques, increase profits, and encourage life style change on government property in the face of regulatory pressure as a result of the Affordable Health Care Act and other market forces. The team believes that it’s demonstrated accomplishments on behalf of the National Federation of the Blind, National Association of Blind Merchants, Seeds Community Café, Catamount Environmental Institute, Colorado State Business Enterprise Program, and other grassroots and professional organizations make it best positioned to bring immediate and lasting impact on the lives of real people from different backgrounds with different needs.

“WE Fit Wellness has three distinct but related components,” said Kevan Worley, company CEO. “Developing and operating corporate wellness initiatives, reaching organizations that serve people with disabilities with innovative, energizing exercise and nutrition strategies as well as bringing training to concession operators are all things we know how to do very well. The WE Fit Wellness initiative really is a model of social entrepreneurship that we not only endorse; it is a meaningful commitment we are proud to make.”

According to Jessica Beecham, who will direct the WE Fit Wellness project, “advising and offering ongoing training to vend and concession operators will be one component of an aggressive global strategy to improve lives. WE Fit Wellness is a research based practical initiative. We will share what we know works to get people moving toward accessible, affordable, achievable exercise and nutrition practice.” The company says that using research, strategic partnerships with government agencies, health and wellness experts, and product suppliers, combined with an institutional understanding of the needs and realities of government concession operations, it is well positioned to provide relevant education which business operators can apply for immediate results.

WE Fit Wellness Director Beecham continued, “My background in recreational therapy and exercise science has inspired a tremendous passion to support individuals with disabilities, senior citizens, people in poverty, and others who have been left behind in our Nation’s push for wellness. By teaching and modeling that better nutrition and exercise is within reach and essential to bring equality of opportunity and long-lasting life quality we can encourage EVERYONE to move toward a healthier lifestyle.” Worley Enterprises has assembled a powerful team of subject matter experts who live the WE Fit Wellness philosophy. Ben White will direct the company’s vend operator education program. Professor White said, “I am a vend operator, instructor, and have been a junk food junkie! But I know how to teach the techniques and introduce the products that actually work to exceed government guidelines and make money.”

The company plans to bring its positive approach and proven success strategies to the corporate world as well. With her infectious enthusiasm, Director Beecham exclaimed, “Training concessionaires, inspiring those who have been left out of the wellness movement, and offering our message of hope, inspiration, and results-driven leadership to the corporate world are three complimentary elements of our mission to make a difference. The philosophy will resonate with corporate and organization conference planners wanting to present their stakeholders a powerful message of engagement, motivation, and team building through personal responsibility.” The WE team knows that greater productivity, increased profit, better life quality, and reduced health care costs all spring from a commitment to physical, emotional, and mental wellness through balanced nutrition and exercise.

WE Fit Wellness Director Beecham and CEO Worley are blind. Their personal stories are compelling. They have forged successes and touched many lives. They will motivate and educate all who hear them. The WE team speaker experts promise they will “really get you moving!” They will share the humanity, hope, and habits that can inspire greatness.

How can agencies and entrepreneurs procure the WE Fit Wellness training? How can state and private agencies utilize the services of WE Fit Wellness to bring clients increased employment and quality of life outcomes? How can companies or agencies procure the WE Fit Wellness approach to life? Contact Cheryl Gross at 866-543-6808 ext. 10 or by email, [cheryl@wefitwellness.com](mailto:cheryl@wefitwellness.com).

