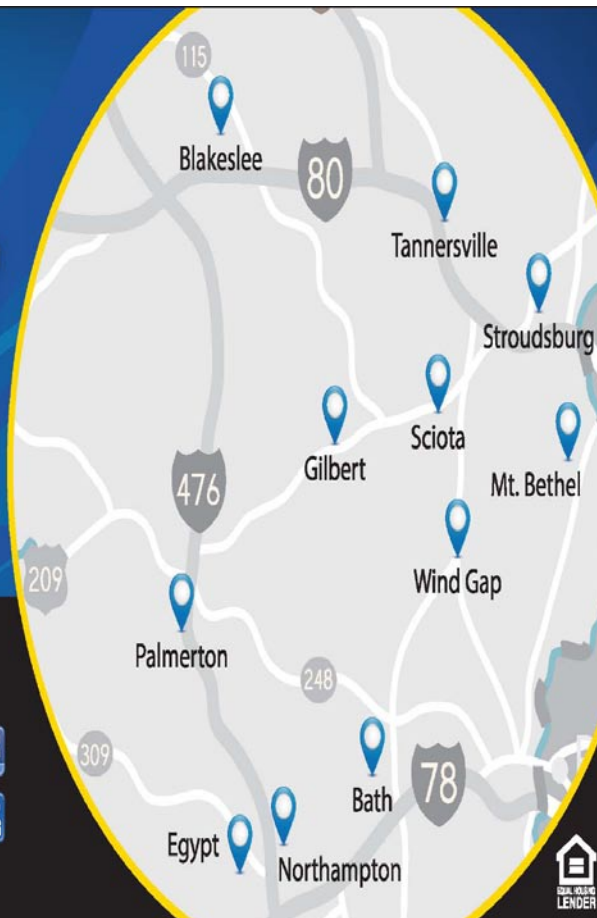


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St. Luke's and Blue Mountain Team Up to Bring a Healthier Community to The Mountain

By Sam Kennedy

BETHLEHEM - Fitness, fresh air and fun couldn't come at a more critical time. Two of Carbon County's largest employers, St. Luke's University Health Network (SLUHN) and Blue Mountain Resort, today are announcing a partnership that will offer a blend of healthy-living activities for customers, employees of the two organizations and people of all ages throughout the region.

See video: <https://vimeo.com/498128369/2381ddfff2>

"The New Year is a perfect time to launch this joint effort, and it is an ideal time to start or increase one's commitment to health," said John Nespoli, president of St. Luke's Lehighon Campus. "Fitness training and health education in the fresh air are a great combination to enhance mind, body and spirit while outdoors."

The 10-year, "healthy lifestyle" plan will add wellness-focused events and initiatives to the offerings at the Palmerton-based, 1,200-acre Blue Mountain Resort that already provides year-round, outdoor activities—some involving St. Luke's-- that include skiing, snowboarding, mountain biking, hiking and more. St. Luke's was also named the official health care sponsor of Blue Mountain Resort.

St. Luke's staff, who have been providing CPR and mountain rescue training, employment physicals and ski conditioning tips to Blue Mountain staff since 2010, will expand their health and fitness programming for individuals of all ages and abilities.

"The most exciting part of this partnership is that both Blue Mountain and St. Luke's share a vision for a healthier community," said Barbara Green, Blue Mountain's owner and CEO. "St. Luke's is a great company to work with because it has a similar culture to ours."

A year-round resort, Blue Mountain already offers many activities at various times throughout the year, including On-Mountain Training, Kids Adventure Camp, yoga, and glamping. Fresh-air activities like Get Your Tail on the Trail walking and hiking opportunities, a high school cross-country challenge and other athletic and wellness events--along with meditation and healthy eating/dining opportunities in the Resort's restaurants--are a few enhancements the partners are adding. Athletes and coaches in the community can also be part of a new training experience in an outdoor setting as sports performance training, guided by St. Luke's team of athletic trainers and sports performance experts, will be among the new offerings coming to Blue Mountain.

"This collaboration grew out of our long-time efforts to work together for the benefit of our community," says John Hauth, senior network administrator, sports medicine relations. "Now we are taking our relationship with Blue Mountain to next level, focusing on health-education programs in an outdoor environment."

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