

**For Immediate Release**  
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**George Mason University Recognized by Exercise is Medicine® for Efforts to Create Culture of Wellness on Campus**

*George Mason University among record 166 campuses honored worldwide*

FAIRFAX, Va.—George Mason University is one of only 166 universities and colleges around the world to be honored by the American College of Sports Medicine (ACSM) Exercise is Medicine® initiative for its efforts to create a culture of wellness on campus. During the fall semester faculty, staff and students from the kinesiology program in the College of Education Human Development organized three different events which helped George Mason earn silver level designation from the Exercise is Medicine® On Campus (EIM-OC) program.

“We are thrilled to recognize these campuses’ commitment to make movement a part of daily campus culture and give students the tools to cultivate physical activity habits that will benefit them throughout their lives,” said Robyn Stuhr, vice president of Exercise is Medicine. “These campus programs are nurturing future leaders who will advance a key tenet of Exercise is Medicine: making physical activity assessment and promotion a standard in health care.”

The EIM-OC at George Mason University is continuing to grow. This past fall, the kinesiology made special effort to organize official events to prevent Exercise Is Medicine On Campus month which is held each October.

“Moving forward we are hoping to work with the campus health s and recreation departments to continue this initiative throughout the year,” said Kinesiology Assistant Professor Debra Stroiney, Mason campus advisor for EIM-OC.

This past fall in recognition of October being Exercise Is Medicine On-Campus month, students were encouraged to attend group fitness classes and take a picture of themselves at the class to show their dedication to physical activity. Working with the Freedom Center on the Science and Technology campus in Manassas, students helped to provide functional movement screens to patrons of the fitness center as well as participate themselves. The Freedom Center celebrated 20 years this past October and during this celebratory event a presentation was given on Exercise Is Medicine in the community as well as the on-campus initiative. Throughout the fall, the Kinesiology Club held events that promote physical activity throughout the Mason community such as organizing a hike as well as a strength training seminar.

Of the 166 campuses recognized this year, 77 received gold, 62 silver and 27 bronze. All gold, silver and bronze universities and colleges will be officially recognized on May 27 as part of the 11th World Congress on Exercise is Medicine, held in conjunction with ACSM’s 67th Annual Meeting.

EIM-OC calls upon universities and colleges to promote physical activity as a vital sign of health and encourages faculty, staff and students to work together to improve the health and well-being of the campus community.

EIM-OC launched its recognition program in 2014 to honor campuses for their efforts to create a culture of wellness. Schools earn gold, silver or bronze status based on their activities. Gold level campuses have created a referral system where campus health care providers assess student physical activity and refer students as necessary to a certified fitness professional as part of medical treatment. Silver campuses engage students, faculty and staff in education initiatives and make movement part of the daily campus culture while bronze level campuses promote and generate awareness of the health benefits of physical activity.

View a complete list of recognized schools and learn more about the EIM-OC program at [https://www.exerciseismedicine.org/support\\_page.php/eim-on-campus/](https://www.exerciseismedicine.org/support_page.php/eim-on-campus/).

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### **About Exercise Is Medicine**

The American College of Sports Medicine (ACSM) co-launched Exercise is Medicine® (EIM) in 2007 with the American Medical Association. ACSM continues to manage the global health initiative, which seeks to make physical activity assessment and promotion a standard in clinical care, connecting health care with evidence-based physical activity resources for people everywhere of all abilities. EIM is committed to the belief that physical activity promotes optimal health, is integral in the prevention and treatment of many medical conditions and should be regularly assessed and included as part of health care. Visit [www.ExerciseisMedicine.org](http://www.ExerciseisMedicine.org) for additional information.

### **About the American College of Sports Medicine**

The American College of Sports Medicine is the largest sports medicine and exercise science organization in the world. More than 50,000 international, national and regional members and certified professionals are dedicated to advancing and integrating scientific research to provide educational and practical applications of exercise science and sports medicine. More details at [www.acsm.org](http://www.acsm.org).

### **About the College of Education and Human Development**

The College of Education and Human Development (CEHD) inspires undergraduate and graduate students to promote learning and development across the life span. Innovative, inclusive, and cutting-edge, the college and its three schools prepare professionals who improve lives and make a difference for our community and for the world. The college is a nationally recognized leader in educator preparation, special education, counseling and school leadership, prides itself in far-reaching expertise that includes sport management, human performance, athletic training, recreation management, tourism and events management, and is home to 11 centers engaged in groundbreaking research.