



FOR IMMEDIATE RELEASE

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## THE BLUE ZONES CENTER TO CHAIR A NEW GLOBAL WELLNESS INSTITUTE INITIATIVE ON CONNECTING WELL-BEING AND LIFESTYLE MEDICINE

Bringing the best minds in Lifestyle Medicine and Blue Zones Research to identify ways to sustainably improve well-being

[Blue Zones Center](#) / January 31, 2023 Remedy Place, New York, NY:

Our aim is to educate GWI delegates and the world about the importance of lifestyle and behaviors for health, longevity, mental health, and overall well-being. Blue Zones' work is rooted in 20+ years of identification and research of the world's healthiest, longest-lived cultures and the Power 9 principles of positive lifestyle habits. The Blue Zones Center will be the first place, built from the ground up, with a fully integrated well-being and medical center that focuses on keeping people well through a lifestyle approach to medicine and an evidence-based approach to well-being therapies and treatments.

"Our goal is to foster sustainable services around well-being and lifestyle medicine to enhance and extend life, and to find the pressure points where healthcare and self-care intersect. Evidence-based lifestyle medicine has emerged as the future of healthcare, as it controls costs and delivers better health outcomes by treating root causes of disease. We are excited to exchange ideas and initiatives at the Global Wellness Institute event to cross-pollinate and take advantage of the intersections of well-being innovations.

We firmly believe that combining lifestyle medicine, ancient lessons from the blue zones, advanced diagnostics, and AI technology will enhance well-being and longevity." - Said Ben Leedle, CEO of Blue Zones

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