



FOR IMMEDIATE RELEASE
June 22, 2006

Contact:

Nicki Romeo (401) 462-8744
Marketing/Communications

State's Wellness Logo Nationally Recognized

CRANSTON – When Governor and First Lady Carcieri set the goal for Rhode Island to become the first “Well State” in the nation, one of the initial steps was “branding” the concept. “Branding,” a marketing term, involves creating a name and logo that will visually identify the product or service. For example, McDonalds is branded with the “golden arches.” For a statewide wellness campaign, that logo is the state anchor flexing its muscles.

The logo for the “Get Fit, RI!” campaign won a 2006 In-House Design Award and will be showcased in the July '06 issue of Graphic Design USA, a trade publication with a readership of 100,000 design professionals.

Get Fit, RI! Director Anne Marie Connolly said, “The award letter notes there were 3,500 entries from design teams across the country. We are very pleased to be recognized and are equally pleased to be working toward accreditation as a Well State by the Worksite Wellness Councils of America.”

Nicknamed the Anchor Man, the logo neatly embodies the pursuit of fitness across the state. “I am so honored to be recognized by my peers,” explained graphic designer Nicki Romeo. “Working in-house at the Department of Labor and Training, I really got to ‘flex my muscles’ on this one. I am really gratified with the concept. I think the logo is fun and readily understood.”

More information about the requirements for a Well State may be found at www.getfitri.ri.gov.

###

Color JPEG photo and black and white TIF logo attached to e-mail

The Rhode Island Department of Labor and Training offers a wide array of employment and training services to both the general public and to individuals with unusual barriers to employment. DLT is ready to assist any job seeker, whether the goal is a first job, a better job, or a career change. Rhode Island's workforce is protected through the enforcement of labor laws, prevailing wage rates, and workplace health and safety standards. Temporary income support is available to unemployed, sick, or injured workers and a comprehensive rehabilitation program is available to those injured on the job.

DLT is dedicated to the growth and competitiveness of Rhode Island industry, administering a variety of training grants, tax credits, and apprenticeship programs to help employers. Economic indicators and labor market information are available for long-range planning. The Agency engages in active outreach, helping large and small employers retain their best workers or retrain their existing work force. At no cost to the employer, DLT will also screen job applicants, post job vacancies, and help businesses institute cost-sharing programs that can avert layoffs.

For more information on the innovative programs and services available to all Rhode Islanders at the Department of Labor and Training, please call (401) 462-8000 or visit the web site at www.dlt.ri.gov.

*Equal Opportunity Employer
Auxiliary aids and services are available upon request to individuals with disabilities
TDD (401) 462-8006*

Marketing/Communications • 1511 Pontiac Avenue • Cranston, RI 02920
www.dlt.ri.gov

Governor Donald L. Carcieri



Director Adelita S. Orefice