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**DAILY NEWS**

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**CONTINUUM HOSPITALS OF NEW YORK, THE *DAILY NEWS*  
AND NBC 4 NEW YORK TEAM UP TO LAUNCH “LIVE WELL NEW YORK” -  
THE BIG APPLE’S NEW HOMETOWN HEALTH INFORMATION  
AND WELLNESS INITIATIVE**

*Program to provide vital health information to New York’s eight million residents*

New York, NY (August 10, 2011) - Millions of Americans – and therefore millions of New York area residents – often turn to the Internet and health-oriented websites to get up-to-date information on a wide variety of health topics. Building upon this growing trend, three stalwart New York organizations – *Daily News*, NBC 4 New York and Continuum Hospitals of New York (the parent company for Beth Israel Medical Center, St. Luke’s and Roosevelt Hospitals and New York Eye & Ear Infirmary) -- are teaming up to add a critically important “local flavor” to this burgeoning market.

Together, they are sponsoring a new health information and wellness initiative called “Live Well New York.” This program will provide important health and wellness information on a wide range of topics through an exciting and interactive website, [www.LiveWellNewYork.com](http://www.LiveWellNewYork.com). In addition, health tips and other pertinent information under the ‘Live Well New York’ umbrella will be shared each day by NBC 4 New York and the *Daily News*, and through links to the ‘Live Well New York’ site from [www.nydailynews.com](http://www.nydailynews.com) and [www.nbcnewyork.com](http://www.nbcnewyork.com). All health information for ‘Live Well New York’ is provided exclusively by physicians and other healthcare providers affiliated with Continuum and its member hospitals.

“This is a wonderful opportunity for the Continuum hospitals and we are delighted to be involved with ‘Live Well New York’ with such outstanding media partners,” says Stanley Brezenoff, President/CEO for Continuum. “This program is representative of what is great about New York. All three organizations have long histories of service to the New York metropolitan community. Our hope is that this initiative will play a vital role in keeping New Yorkers healthy and well, and improve their access to quality medical care.”

“NBC 4 New York has an extensive history of serving our community and we are excited to bring important, local health information into the homes of our viewers,” says Michael Jack, President/General Manager of NBC 4 New York.

“The ‘Live Well New York’ partnership is an ideal match for New York’s Hometown newspaper,” says Bill Holiber, President/CEO of the *Daily News*. “The overall profile of the patients who utilize Continuum hospitals matches very closely with the profile of our readers and with the profile of individuals who watch NBC 4 New York. This campaign is expected to educate our readers on important health topics and positively affect their wellness.”

‘Live Well New York’ officially launched on Monday, August 8, when the website ([www.LiveWellNewYork.com](http://www.LiveWellNewYork.com)) went live, and the first promotional spots aired on NBC 4 New York and the first advertisements appeared in the *Daily News*. The program also is supported through a toll-free telephone number: 855-411-LWNY (5969).

