

## **FOR IMMEDIATE RELEASE**

Contact: [Megan King](#)  
Phone: 608.288.2789

### **M3 Joins the Ranks as One of America's Healthiest Companies**

Madison, Wisc. (September 2, 2010) – M3 Insurance Solutions for Business (M3) recently was named a Gold Well Workplace by the Wellness Council of America (WELCOA). The Gold Well Workplace Award acknowledges that M3's wellness program is a strategic and integral part of its business, and produces results in the overall wellness of employees.

M3's Wellness Program officially launched in 2005. In 2006, M3 received the Bronze Well Workplace Award from WELCOA. Now in its sixth year, the program will be honored as a Gold Well Workplace at an upcoming award ceremony at the Kalahari Resort in Wisconsin Dells, Wisc., on Sept. 13.

"At M3, we work with our clients every day to help them implement successful wellness programs that improve the health of their employees and impact the bottom-line," said M3's Wellness Advisor Abigail Nadler. "Receiving the Gold Well Workplace award is a testament not only to the progress of our employees and our programming over the years, but our commitment to "walk the walk" and serve as an example for our clients."

### **2009 HRA Result Highlights**

- 81 percent of employees participated in the M3 Wellness Program
- 71 percent of employees participated in the 2009 Health Risk Assessment (HRA)
- 89 percent of women and 90 percent of men scored low or moderate in terms of their overall health risks
- M3 employees exceeded the Healthy People 2010 Targets and its HRA vendor's aggregate results in 12 out of 13 indicators, including blood pressure, cholesterol, triglycerides and more

### **Snapshot of M3's Wellness Program Offerings**

- Free, annual HRA and incentives based on health risk status
- Four, eight-week campaigns geared toward healthy behavior changes
- A variety of wellness presentations and lunch-n-learns
- Ongoing onsite exercise classes
- Annual Wellness Cookout

### **About M3**

M3 Insurance Solutions for Business (M3) is an independently owned insurance agency with headquarters in Madison, Wisc. M3 provides a comprehensive suite of consultative services in the areas of property, casualty, workers' compensation, employee benefits, life insurance, investment and retirement planning. Led by President and CEO Mike Victorson, M3 currently employs 180 insurance professionals. Together, they serve more than 5,000 clients in Wisconsin and Colorado.