

On July 1, 2012 Tenafly launched its participation in the New Jersey Mayor's Wellness Campaign. This state-wide initiative develops and implements active, healthy living programs through local leadership. In doing so, the Mayor's Wellness Campaign reduces health costs and fosters active living and healthy lifestyles for New Jersey residents.

In March of 2014, Tenafly received the designation of a "New Jersey Healthy Town", only the 17th town in the entire state to be so designated. The recognition was the result of meeting specific established criteria for sustainable programs such as Youth in Motion, Seniors in Motion, Employees in Motion, and Community in Motion.

One program which epitomizes Tenafly's commitment to promoting wellness in our community is the Kaplen JCC on the Palisades' annual Rubin Run, which has been held in Tenafly for over thirty years. The Run draws more than 1,300 participants, who participate in a meaningful celebration that focuses on family, fitness and the ability to raise funds for children and adults with special needs.

The Tenafly Mayor's Wellness Campaign is proud to be a supporter of the Run, which takes place on Mother's Day each year, and to partner with the JCC in promoting healthy lifestyles to participants, who come from all corners of the tristate area.

As part of the overall Tenafly Mayor's Wellness Campaign is the "Running Healthier" contest, which was created to inspire mayors of neighboring towns to promote the Rubin Run and to encourage their residents to participate in the race. Each year the Stanley Cup-style trophy is awarded to the Bergen County town that attracts the most new participants to the event. The Mayor's Wellness trophy remains on display for the following year in the winner's Borough Hall.

In the attached photo, Mayor Raymond Cywinski of Demarest, last year's winner, is shown returning the trophy to Tenafly Mayor Peter Rustin so that it may be displayed at the JCC entrance in advance of this year's race. All nearby mayors are welcome and encouraged to participate in this year's Tenafly Mayors Wellness Campaign "Running Healthier" Contest.

This year's Rubin Run will take place on, Sunday, May 10, and features a half marathon, 10K, and 5K run/walk. For more information or to register, visit www.jccotp.org/rubinrun. For questions, contact Roberto Santiago, Race Director, at 201.408.1481 or rsantiago@jccotp.org.