



Healthy living knows no boundaries! State of Lower Austria honours healthy-living projects

"The Healthy Living Prize of the 'Tut gut!' initiative has an impact far beyond regional and – for the first time – national borders and serves as a platform for the exchange of ideas and experience between Austria's regions. The aim of the Healthy Living Prize is to introduce innovative projects in the field of health promotion and illness prevention to the general public and encourage people to be more aware of their own health," explained **State Governor Johanna Mikl-Leitner** at the 7th Healthy Living Prize gala, which was held in the Grafenegg Auditorium packed full with 1000 guests.

"The wide range of projects shows that healthy living is far more than a buzzword. Exercise, a balanced diet and mental health are key to a long and healthy life," added **State Minister Ludwig Schleritzko** at the event hosted by Vera Russwurm.

Six winning projects were chosen from the 18 nominated finalists. They had the honour of receiving prize money of EUR 3000 each and the stylish trophy in the shape of the Greek goddess of health, "Hygieia", from **State Governor Johanna Mikl-Leitner and State Minister Ludwig Schleritzko**. The winner of the Healthy Living Prize for Europe was chosen from three nominated finalists and rewarded with a EUR 5000 prize.

The Healthy Living Prize of the "Tut gut!" initiative seeks to shine the spotlight on the most creative, most sustainable and most innovative healthy-living projects from throughout Austria and – for the first time ever – other European countries too. Since 2008, over 1600 projects have been submitted from all over Austria. Out of the hundreds of candidates put forward, the best 54 projects have received the Healthy Living Prize to date.

More information: www.vorsorgepreis.eu

Questions:

„Tut gut!“ Initiative, PR und Communication

Thomas Klemm

Mobil: +43 676 858 72 34 200 - Mail: thomas.klemm@noetutgut.at

