



FOR IMMEDIATE RELEASE
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DOW LOUISIANA FEDERAL CREDIT UNION PUTS EMPLOYEES ON PATH TO FITNESS

PLAQUEMINE, LA – Dow Louisiana Federal Credit Union kicked off its first annual wellness program, “Fitness Frenzy,” in January 2007. More than 50 employees are currently participating in the program that promotes healthier living and well-being.

DLFCU works to keep the program focused on encouraging a healthier lifestyle among employees. By allowing employees to voluntarily enroll in the program and be measured and monitored for different health risk factors, DLFCU is lowering the health-related time employees take off, decreasing employee turnover rates, and ensuring employees are happier in their jobs.

Employees begin the program with an orientation session conducted by Spectrum Fitness. Weight and body mass are checked and weight loss goals are determined as well as training on how to operate the weight machines and cardiovascular equipment.

The “Fitness Frenzy” Program includes weight training, a weight loss program and healthy eating tips. Spectrum provides each DLFCU employee with a copy of the Glycemic Index Weight Loss Plan, which emphasizes choosing foods based upon their effects on blood glucose levels. Participants are encouraged to eat whole grains, fruits and vegetables and lean meats and drink lots of water.

DLFCU Vice President of Human Resources Mary Coghlan offers a newsletter with recipe tips and sample menus. “All of the employees are consistent and committed to making fitness an integral part of their weekly schedule,” said Coghlan. “Their attitude towards exercise is refreshing.”

Coghlan makes the program entertaining by holding contests that encourage exercise and healthy eating.

Dow Louisiana Federal Credit Union employees have lost over 50 pounds since January 2007.

About Dow Louisiana Federal Credit Union

Dow Louisiana Federal Credit Union is a \$135,000,000 financial institution and serves more than 16,000 members. DLFCU was opened in 1972 and operates locations in Plaquemine, Baton Rouge and Gonzales.

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