

QUALITY INSTITUTE ANNOUNCES MAYORS WELLNESS CAMPAIGN 2025 NEW JERSEY "HEALTHY TOWN" WINNERS

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PRINCETON, New Jersey —

The New Jersey Health Care Quality Institute today announced the **Mayors Wellness Campaign "Healthy Town" winners for 2025**. These communities are leading local efforts to improve health and wellness through initiatives that address the conditions that shape health, including access to physical activity, nutritious foods, safe environments, and mental health support.

The Mayors Wellness Campaign (MWC) is a program of the Quality Institute in partnership with the New Jersey State League of Municipalities. In addition to a record breaking forty-five Healthy Town winners, another twelve towns were designated as 2025 "Healthy Town to Watch," and four were designated as 2025 "Healthy Town Up-and-Coming."

"Each year, the Mayors Wellness Campaign continues to raise the bar for what local leadership can accomplish to strengthen the health and wellness of their communities," said Julie DeSimone, Vice President of Community Health at the Quality Institute. "The record number of Healthy Town designations in 2026 reflects a deep commitment from municipal leaders across New Jersey to prioritize health in ways that are both meaningful and measurable.

Mike Cerra, Executive Director of the New Jersey State League of Municipalities shared, "We are proud to partner with the Quality Institute to support this important work and to celebrate the towns leading the way."

BASS RIVER TOWNSHIP, 2025 HEALTHY TOWN

Bass River Township earned its first Healthy Town Designation in 2025.

Through their Mayors Wellness Campaign, the township prioritizes outreach to underserved populations, including older adults, Spanish-speaking residents, and individuals facing housing insecurity and substance use challenges. Bass River strengthens community wellness by offering consistent, accessible programming, including a walking program three days a week and regular partnerships with the county government to connect residents to SNAP and other supportive resources. The township also builds strong collaborations with Burlington County and Stockton University, including

Stockton Center on Successful Aging programming for older adults and confidential outreach services offered through the municipal building to expand access to services and create meaningful opportunities for social connection and long-term wellness.

"This recognition reflects the dedication and commitment of our residents, volunteers, and community partners who work tirelessly to make Bass River a healthier and stronger community," said Mayor Wm. Rick Adams. "The success of this initiative would not be possible without the many volunteers who generously give their time and energy to support programs that promote the physical, mental, and spiritual well-being of our residents. The guidance and support of the NJHCQI have made it possible for us to establish the MWC and helped our township to improve the quality of life for everyone in our community. The spirit of community pride truly makes Bass River Township a special place to live and enjoy many opportunities to participate in healthy activities."