



## **FOR IMMEDIATE RELEASE**

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### **GOVERNOR MINNER PROCLAIMS MARCH 28 “ME TIME DAY” IN DELAWARE.**

#### **LLuminari, Inc. Helps Launch the Nationwide Health and Wellness Initiative with WE: Women’s Entertainment Network**

Wilmington, Delaware, March 28, 2003 - Women are wired as caregivers. Everybody else comes first—family, employers, neighbors, charities, even the pets. Intensive demands, impossible schedules, and even the uncertainty of a changed world, plague women more than ever. The resulting stress is taking its toll on women’s overall health and well-being. Delaware-based LLuminari and its network of leading health professionals has partnered with WE: Women’s Entertainment, the state of Delaware and many leading companies to declare March 28 national “Me Time Day” in an effort to encourage women to take better care of themselves.

“Delawareans cannot afford to be complacent about their health, Gov. Minner said. “While Delaware is quick to support health initiatives such as Smoke Free Workplaces and Patients’ Bill of Rights, we continue to see increases in our disease and mortality rates. ‘Me Time Day’ as a grassroots health initiative will help focus greater attention where each and every one of us has the power to make a healthy change—on ourselves.”

Why is “Me Time” important? “If women don’t focus more of their care-giving skills on themselves, it will affect their health,” says Elizabeth Browning, founder and CEO of LLuminari. “Now more than ever, with the images unfolding on television, our anxiety increases. Research already indicates serious health consequences from the increased stress levels faced by today’s multi-tasking women in their multi-layered lives,” said Browning. Women make an estimated 85% of all health decisions for themselves and their families and there are some important differences between men’s and women’s health issues that women should know.

Browning cites statistics that women should think about when planning one or two personal activities for this special day. Women are two to three times more likely than men to suffer from depression. Heart disease is among the leading killers of women-- 50,000 more women than men last year. Migraine headaches occur in 15 to 17% of women, compared with 3 to 6% of men. So what can women do on “Me Time Day?” “Schedule an EKG with your doctor, join a community group, or simply plan to take a nice long walk to recharge and help reduce stress,” says Browning.

To give women employees throughout the State of Delaware an important message that it is OK to put themselves at the top of their to-do lists more often, the state is communicating its support of the initiative through all the agency heads in the government’s executive branch. This communiqué will reach many of the state’s 16,000 employees.



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“As a woman in a demanding profession, I recognize first-hand the many pressures and issues women with multiple responsibilities face daily,” said Maureen E. Dempsey, M.D., Director of the Delaware Division of Public Health. “As a public health leader, I feel a personal responsibility to counsel women on their risks for illness and disability, and to educate women, their families and their employers on the disturbing trends in health outcomes for women. We can all take a leadership role in assuring women have room in their lives for self-care.”

Corporations are just beginning to recognize a need for gender-based research to better understand important health-related differences between male and female employees. Corporations like AstraZeneca, PacifiCare, Johnson & Johnson and GlaxoSmithKline, are seeing the importance of women’s health as it relates to workplace satisfaction and productivity.

“The ‘Me Time’ initiative dovetails very nicely with what AstraZeneca already does for our Wilmington-based employees, which is provide on-site health and fitness programs and facilities that enable and encourage them to take charge of their own health and wellness ,” said Amy Millhorn, RN, BSN, of AstraZeneca’s Corporate Health Services department. The company offers free on-site mammography, flu and allergy shots, and a wide range of health screenings and information programs, in addition to a subsidized fitness center, and on-site massage and physical therapy.

Among other corporate-wide activities for March 28, PacifiCare, a health insurance organization and a leader in women’s health, is honoring “Me Time” day by offering its employees stress-reducing massage therapy, body fat testing and 30-minute fitness walks led by PacifiCare’s CEO and executive team. PacifiCare is also encouraging its members to participate through special mailings and promotions available on its web site at [www.pacificare.com](http://www.pacificare.com). “Me Time Day is an opportunity to take a break from caring for others and take care of yourself,” said Wendy Kuran, vice president of Women’s Health Solutions.

GlaxoSmithKline is passionate about the health and well-being of its employees. Through its Managed Markets Division and Employee Health Support, the company is encouraging its employees, especially women, to focus on their own well-being by opening the doors of the company’s nine fitness centers free of charge on March 28. According to GlaxoSmithKline’s, Kay Campbell, U.S. leader of employee health support, “Taking a ‘Me Time’ out for fitness is just one small way the company can encourage active lifestyles and healthy behaviors.”

LLuminari is partnering with *O*, The Oprah magazine, and *Oprah.com* on a year-long series called “Here’s to Your Health.” “Pick up the latest issue of *O* magazine or log on to find many other activities you can begin or plan for on “Me Time Day,” said Browning.

“Me Time Day” is modeled after, “Take Your Daughter to Work Day.” Enlisting the support of governors and mayors, the group plans to promote the idea of self-nurturing and self-care in cities and states across the country. WE: Women’s Entertainment has enlisted celebrity spokeswomen Susan Sarandon and Vanessa Williams for PSA announcements on affiliate stations across the country.



LLuminari is a health education company that advances knowledge and discussion of health for women and those they care for. Through its network of highly regarded, internationally recognized physicians, researchers and women’s health advocates, LLuminari provides guidance on health news and the latest research reports that impact women personally and in the workplace.

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