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**World Wide Wellbeing Launches Global Movement to Create Healthiest Countries,
Invites Corporate Participation**

Launch meeting invitation: April 30, 2015, Washington, DC - Click [here](#)

March 26, 2015 – Dallas, TX -- World Wide Wellbeing (WWW; http://wrgh.org/TLR_Wellbeing.asp), a group of visionaries committed to creating the world's healthiest countries by advancing physical, mental, and fiscal well being, announces its launch event, April 30, 2015, Georgetown University, Washington, DC. Organization leaders will collaborate over the next 14 months with five corporations interested in offering intellectual, experiential and financial support to the initiatives, helping these companies to improve workforce and community health, enhance productivity, and lower health care costs for their clients.

"WWW is already attracting and inspiring strategic partnerships in the public and private sectors, engaging businesses, social enterprises and NGO's to develop and deploy sustainable and replicable solutions at the community, country and global levels," said co-founders [Jon Comola](#) Chief Executive Officer of Wye River Group on Healthcare, and [Chris McSwain](#), Chief Strategy Officer, Aasonn, former vice president of US Benefits at Walmart and Senior Director of Global Benefits for Whirlpool Corporation. "Working with a select set of corporate partners, we will identify regions that are ready to take the World Wide Wellbeing Challenge, map-out population health strategies that rely on proven products and services, and catalyze meaningful, measurable results."

WWW will organize existing data drawn from the [Gallup International Wellbeing Poll](#) and [Organisation for Economic Co-operation and Development](#) (OECD) Better life Index to develop parameters and a definition of wellbeing, as well as criteria for assessing a country/region state of readiness for optimal wellbeing.

A high-profile leadership team will power key strategic areas:

Movement: [Bill Novelli](#), Professor, Georgetown University; Co-chair, Coalition to Transform Advanced Care; former CEO AARP, president, Campaign for Tobacco-Free Kids; Executive VP, CARE, and co-founder/president of Porter Novelli, now one of the world's largest public relations agencies.

Business Development: [Michael J. Critelli](#), President and CEO, Dossia Service Corporation, retired from Pitney Bowes where he served as Chairman for 12 years and CEO for 11 years.

International Relationships: [Valentine Douala-Mouteng, MD](#), CEO of the Pan African Business Coalition on HIV and Health, is a pediatrician with public health, epidemiology and research background.

Metrics: [Marco Mira d'Ercole](#), Head of the Division for *Household Statistics and Progress Measurement* in the Statistics Directorate of the OECD.

Products and Services [Bruce Sherman](#), MD, FCCP, FACOEM, consulting Corporate Medical Director, Wal-Mart Stores; Medical Director, Employers Health Coalition, OH.

About World Wide Wellbeing

World Wide Wellbeing is a global movement dedicated to creating the world's healthiest countries. The World Wide Wellbeing Challenge engages corporate collaboration to advance physical, mental, and fiscal well being. http://wrgh.org/TLR_Wellbeing.asp