

For Immediate Release

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Buffalo WellFest 2008 Continues to Advance Healthy Living *Proceeds to Support Buffalo State College Graduate School Initiatives*

Healthy living in Western New York gets a boost in May -- and for years to come -- as Buffalo WellFest 2008, an employee healthy-living conference and exposition, continues to champion and inform healthy lifestyles in the region.

Buffalo WellFest was launched in 2007 by Harmony Expositions as Western New York's largest and most comprehensive healthy living conference, attracting more than 100 area exhibitors and 4,000 attendees. In 2008, the pioneering continues with Harmony Expositions committing a portion of proceeds from ticket sales to Buffalo State College's Graduate School and its initiatives to prepare students for careers in health service.

"We are delighted with this support and endorsement of our innovative, applied curriculum in the health services," said Kevin Railey, associate provost and dean of Buffalo State College's Graduate School. "Contributions from Buffalo WellFest will reap healthy dividends for years to come as our graduates bring their knowledge and experience to healthcare positions throughout Western New York."

Buffalo WellFest 2008 will be held on May 15 at the Buffalo Convention Center. Tickets are \$10 and can be purchased online through www.buffalowellfest.com. Attendees have the opportunity to interact with more than 150 healthy-living providers at no charge. They can access confidential health screenings provided by Kaleida Health and speak directly with credentialed professionals in alternative and traditional medicine, as well as experts in pharmaceutical, financial and specialty health, including food purveyors, wellness providers and much more.

Buffalo State College's Graduate School is currently enhancing its health services curriculum with in-demand, science-based approaches to improving health and their relevance to various constituents. Students will be educated to apply knowledge of chronic illness management and prevention techniques in order to improve health outcomes for individuals, businesses, hospitals, health insurance providers, and physician practices.

Harmony Expositions is the premier Healthy Living marketing company in Western New York with a stable of over 250 healthy living providers on which to draw for conferences and expositions. Since 2003, the company has produced over 120 worksite wellness expositions for Western New York's largest employers. For more information about Harmony Expositions or Buffalo WellFest 2008, visit www.harmonyexpos.com

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