

CONTACT:

Jennifer Cosenza, 202-729-4074

jen@canyonranchinstitute.org

**Canyon Ranch Institute Founders Mel and Enid Zuckerman Honored with
Urban Health Plan Humanitarian Award**

*Prestigious award commemorates commitment to improving the health and well-being of
individuals, families, and the community*

BRONX, NY (November 10, 2014) – Canyon Ranch Institute (CRI) Founders and Board Members [Mel and Enid Zuckerman](#) were honored by Urban Health Plan (UHP) for their commitment to improving health and wellness in the South Bronx, NY, through the Canyon Ranch Institute partnership with UHP. CRI Executive Director and Board Member Jennifer Cabe, M.A., accepted the prestigious UHP Humanitarian Award on behalf of the Zuckermans during a ceremony held at UHP's Crimson Ball, which this year celebrated the federally qualified health center's 40th anniversary and the 85th birthday of UHP Founder Richard Izquierdo, M.D.

"The Zuckermans started the world-class health resort Canyon Ranch in 1979 based on the idea that if people could make an emotional and personal connection to health, they could potentially learn to live healthier lives forever," said CRI Executive Director and Board Member Jennifer Cabe. "I was honored to accept the Urban Health Plan Humanitarian Award on behalf of Zuckermans. Mel and Enid have been incredible philanthropists, giving back in many ways to improve the health and well-being of communities and individuals by fostering programs that improve health literacy and encourage all people to embrace a life of wellness."

One example of the Zuckermans' leadership in wellness is the partnership between Canyon Ranch Institute, a 501(c)3 non-profit public charity, and Urban Health Plan, a recognized premier network of federally qualified community health centers based in the South Bronx and Queens. In 2007, former UHP patient, CRI President, and 17th Surgeon General of the United States Richard H. Carmona, M.D., M.P.H., FACS, introduced the Zuckermans to Urban Health Plan. They immediately recognized UHP's first-class, quality care and commitment to improving the health status of underserved communities. Hundreds of UHP patients have completed the [Canyon Ranch Institute Life Enhancement Program at UHP](#), the first in the nation. The CRI Life Enhancement Program is an evidenced-based, multidisciplinary program that transfers the health and wellness best practices pioneered at Canyon Ranch to underserved communities to prevent, diagnose, and address chronic diseases.

"Mel and Enid Zuckerman are true civic leaders. They recognize as my father, Dr. Richard Izquierdo, did 40 years ago when he founded Urban Health Plan, that healthy communities begin with healthy individuals," said UHP President and CEO Paloma Hernandez, M.P.H., M.S. "Through our partnership with Canyon Ranch Institute, we have been able to build on our commitment to patient-centered care and prevention of disease by bringing life-enhancing programs to our patient community, so they may improve their health status and live happier, more productive lives."

"My original hope was that Canyon Ranch would be able to reach out to the people who need us, not just the guests who can afford us," said Mel Zuckerman, co-founder of Canyon Ranch and Canyon Ranch Institute. "Our Canyon Ranch Institute is sharing the best practices of Canyon Ranch with people in the

South Bronx and many other low-income communities. We're grateful to Urban Health Plan for recognizing us with their Humanitarian Award."

The full list of 2014 UHP Humanitarian Awardees who were honored for their work to improve the health of their communities and South Bronx residents include:

- Victor Alicea, Ph.D., President, Boricua College
- Don Ashkenase, Special Advisor to the President, Montefiore Medical Center; Adjunct Assistant Professor of Health Policy and Management, Columbia University
- Stanley M. Bergman, Chairman of the Board and Chief Executive Officer, Henry Schein, Inc.
- The Honorable José Serrano, Congressman, U.S. Congress, 15th Congressional District, Bronx
- Mel and Enid Zuckerman, Founders, Canyon Ranch; Founders and Board Members, Canyon Ranch Institute

For more information about the Canyon Ranch Institute and Urban Health Plan partnership visit the [CRI Life Enhancement Program at Urban Health Plan](#) section of the CRI website.

About Urban Health Plan

Urban Health Plan is a network of federally qualified community health centers based in the South Bronx and Queens. Its mission is to improve the health status of underserved communities. In 2013, UHP served more than 60,000 patients through more than 300,000 patient visits at eight clinic sites, eight school-based clinics and four part-time sites. It has served the Hunts Point, Mott Haven, Morrisania and other surrounding communities since 1974. UHP is Joint Commission accredited and has been awarded Level 3 recognition as a Physician Practice Connections-Patient Centered Medical Home (PPC-PCMH) from the National Committee for Quality Assurance (NCQA) since 2009. Level 3 is the highest recognition awarded by the NCQA. It has been named one of the top 25 not-for-profits in the country by Hispanic Business Magazine for the past four years. More information is available at www.urbanhealthplan.org. Follow on Twitter: @urbanhealthplan and Facebook: <https://www.facebook.com/urbanhealth>.

About Canyon Ranch Institute®

Canyon Ranch Institute catalyzes the possibility of optimal health for all people by translating the best practices of Canyon Ranch and our partners to help educate, inspire, and empower every person to prevent disease and embrace a life of wellness. Canyon Ranch Institute is a 501(c)3 non-profit public charity. More information is available at www.canyonranchinstitute.org. On Twitter [@CRIhealthyworld](#)

###