

Aria Marketing Establishes Wellness Officer Role, Launches Comprehensive Programming to Advance Employee and Company Wellness

Premier Healthcare PR Agency Unveils Robust Initiative, Appoints Ashley Owen to Drive Wellness Efforts

Newton, MA, September 17, 2019 – [Aria Marketing](#), a leading healthcare public relations and marketing communications agency, today named its first-ever Wellness Officer in an effort to advance the health and wellness of its employees. Senior account executive Ashley Owen will draw on her years of professional and personal experience in the health and wellness space to lead Aria’s wellness initiative in addition to carrying out her client responsibilities.

Aria’s wellness initiative will include comprehensive programming to improve the wellbeing of the employees and the company as a whole. Driving this effort, the Wellness Officer will support employee physical, mental, financial and professional wellness by implementing a variety of activities to engage staff and enhance daily work life, such as weekly exercise and nutrition activities, team-building challenges and educational workshops for intellectual and creative growth. Aria will also infuse wellness into the company’s already-robust benefits package with additions like mental health days to the anniversary program.

“I have always been deeply passionate about health and wellness and have pursued these interests in both my professional and personal life, from working in the nutrition and environmental nonprofit spaces to volunteering on organic farms and studying yoga and mindfulness,” said Owen. “It is an honor to be appointed Aria’s first Wellness Officer and have the chance to bring these experiences to work every day, help my colleagues reach their health and wellness goals, and make Aria an even more fulfilling place to work.”

Aria’s wellness programming is designed to give back to employees by providing educational materials, events and support for improving personal health and wellness, while encouraging environmental and community wellness through company-wide sustainability initiatives. Owen has been with Aria for nearly three years, starting as an account executive and quickly climbing the ranks to senior account executive. In addition to bringing wellness activities to the company, she provides strategic communications counsel, leads media relations and drives day-to-day PR activities for several healthcare clients.

“As a healthcare focused PR agency, we spend all day immersed in the industry, but we also ‘practice what we preach’ and really do take employees’ health and wellbeing seriously. We are deeply committed to supporting the wellness of our most valuable assets, our people,” said Jessica Cohen, executive vice president. “We are very excited about formalizing this role, which Ashley has already devoted her time and energy to, and are grateful for her willingness to take this on in addition to her strategic PR account work at Aria.”

About Aria Marketing

Founded in 1999, Aria Marketing is an award-winning integrated healthcare communications agency providing unmatched strategic expertise, thought leadership-driven PR, compelling creative and superior client service. For two decades, Aria has maintained its reputation as healthcare’s leading thought leadership agency; working with some of the biggest, sharpest and most innovative healthcare

organizations, from start-ups to Fortune 500 companies. Its services include: public relations; strategic planning, branding and positioning; social media; and creative services.

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