

Healthy Habits Wins Surgeon General's Healthy Apps Challenge

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Healthy Habits, an iPhone app by 2Morrow Mobile, has been chosen as the winner of the U.S. Surgeon General's Healthy App Challenge. The free wellness app focuses on helping people live healthier, happier lives by changing their habits. Healthy Habits won in the category of integrative health and well being. This challenge was issued to developers by U.S. Surgeon General Regina Benjamin, MD and over 80 applications were submitted.

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"I strongly believe in the importance of empowering individuals to make healthy choices," said Surgeon General Regina Benjamin, MD. "Readily accessible tools like social media and mobile apps can help people manage everything from dietary choices to physical activity, stress management and relaxation techniques."

Habits are an acquired pattern of behavior that often occurs automatically and without conscious thought. Poor habits can make it hard to create lasting change by sabotaging good intentions with unconscious behaviors. The Surgeon General's Vision for a Healthy and Fit Nation states that: "Change starts with the individual choices Americans make each day." Healthy Habits is an app that helps people reach their goals by changing their habits or default behaviors. Over 75,000 people have downloaded the Healthy Habits apps since launch in April 2011.

"We are honored to be recognized as a winner in the Surgeon General's Healthy Apps Challenge," said Brandon Masterson, President of 2Morrow Mobile. "Despite good intentions, many of today's health issues are caused by our own unhealthy habits and changing them is hard to do. With Healthy Habits we set out to create an app that helps people turn their good intentions into action."

Masterson said he also wanted to congratulate the other winners of the Surgeon General's Healthy Apps Challenge. "There are some great apps being created in the field of health and wellness, and we are excited to be part of the industry."

Surgeon General's Healthy Apps Challenge Winners:

- * Healthy Habits (2Morrow Mobile) in the category of integrative health *
- * Lose it! In the category of fitness/ physical activity
- * GoodGuide and Fooducate in the category of nutrition / healthy eating

* The winner in this category encourages people to develop healthy habits, make positive changes in their lives, and to stick with them.

"I've been delighted with the response to this challenge. The winning apps will help many Americans to have fun while getting fit and healthy," said Dr. Benjamin.

The challenge judges included: Michelle Kwan, Wayne Jonas, Cornell McClellan, Farzad Mostashari, Todd Park, Shellie Pfohl .

Device Requirements:

- * iPhone, iPod touch, and iPad

prMac: Publish Once, Broadcast the World :: <http://prmac.com>

- * Requires iOS 3.2 or later
- * 17.0 MB

Pricing and Availability:

Healthy Habits 3.1.0 is free app and available worldwide exclusively through the App Store in the Health & Fitness category. There is a premium version available.

Healthy Habits 3.1.0:

<http://www.2morrowmobile.com/healthy-habits.php>

Download From iTunes:

<http://itunes.apple.com/app/id416687813?mt=8>

Surgeon General's Announcement:

http://www.surgeongeneral.gov/news/pressreleases/sg_healthy_app_challenge-winners.html

Surgeon General's Challenge :

<http://sghealthyapps.challenge.gov/submissions/5608-healthy-habits-a-health-happiness-app>

Screenshot:

<http://a5.mzstatic.com/us/r1000/113/Purple/dd/ce/14/mzl.nnjqqyjo.320x480-75.jpg>

App Icon:

<http://a5.mzstatic.com/us/r1000/118/Purple/97/35/70/mzl.yrxywsat.175x175-75.jpg>

At 2Morrow Mobile, LLC, we are dedicated to looking forward when it comes to technology, change management, health, self-improvement and fun. We believe that today's mobile devices are changing the world and have the power to improve our lives. We are excited about the possibilities and thrilled to be part of the developing mHealth space. 2Morrow Mobile was founded in 2009 and is located in the Greater Seattle, Washington area. Copyright (C) 2009-2012 2Morrow Mobile LLC. All Rights Reserved. Apple, the Apple logo, iPhone, iPod and iPad are registered trademarks of Apple Inc. in the U.S. and/or other countries.

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