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-- Partnership seeks to prove effectiveness of The District's unique "healthy town" concept --

– August 21, 2017 – The partners behind *The District—Life Well Lived Jacksonville*, the 30-acre master-planned development on the St. Johns River, announced today that Jacksonville University has been selected to be the Official Academic Partner of The District.

Under the partnership, JU's Brooks Rehabilitation College of Healthcare Sciences (BRCHS) will research and measure the effectiveness of The District's healthy town concept, an entirely new approach in community living. The BRCHS research team will be the exclusive academic research consultant to assist The District in gaining evidence-based outcomes for the healthy living benefits of The District.

"We intentionally designed The District to offer residents every element they need to live the healthiest of lives, and we want to be able to empirically and qualitatively prove that having access to and utilizing all of these resources in one place does in fact help make people healthier," said Peter Rummell, co-founder of The District development with partner Michael Munz. "The research that BRCHS will conduct will seek to provide credibility to this unique concept and show evidence-based outcomes to participating in The District's programs."

The District is designed for Generation H, a generation defined not by age but by the common belief that the most fulfilling, most productive of lives are achieved by healthy living. This applies to personal habits and the entire live, work, play environment that The District is creating to promote good health and happiness. Beyond the bik1h0000912 0 62 792 reW'nBT/F2 12 Tf1 0od he

“We are excited to offer our proprietary expertise to the outstanding leadership team of The District. A critical part of our mission is to collaborate with our community as we develop the next generation of talent here at Jacksonville University,” said JU President Tim Cost. “We believe deeply in this. Just as our own Healthy Campus program seeks to build upon the health and wellness of our campus community, partnering with The District fulfills one of our key pillars of using our robust resources to help improve the quality of life for Jacksonville area residents and promote a culture of healthy behavior, service, safety and respect.”

About *the District—Life Well Lived Jacksonville*

The District evolves the amenity offerings of a development to create a new pattern of community that responds to the emerging lifestyle desires that so many seek today and will in the future. It is responsive to multi generations and a market phenomenon that requires a new way of thinking by the development community. The District will have 1,170 residential units, which will be a mix of for rent and for sale (loft apartments, townhomes and mid- to high-end condos); 200,000 square feet of office space; over 200,000 square feet of retail; riverfront restaurant and bars; a 4-acre riverfront park and the extension of the Riverwalk; a 125-slip marina; and a 200-room hotel. For more information, please visit <http://thedistrictjax.com/>.

About Jacksonville University

Jacksonville University works to prepare each of its more than 4,000 students for lifelong success in learning, achieving, leading and serving. Its 250-acre riverfront campus is just minutes from downtown Jacksonville and the