

NEWS RELEASE

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FOR IMMEDIATE RELEASE

Blue & You Foundation awards \$1.2 million in grants to improve health

LITTLE ROCK, Ark. (Nov. 9, 2006) – The Blue & You Foundation for a Healthier Arkansas has awarded a total of \$1,274,108 in grants to 16 health improvement programs in Arkansas.

Arkansas Blue Cross and Blue Shield established the Blue & You Foundation in 2001 as a charitable foundation to promote better health in Arkansas. The Blue & You Foundation awards grants annually to non-profit or governmental organizations and programs that positively affect the health of Arkansans.

“Our grants this year went to programs across the state that address such issues as obesity, healthy lifestyle choices, medical and prescription drug care for low-income individuals, childbirth and parenting, disabilities, dental health, asthma and safety,” said Patrick O’Sullivan, executive director of the Blue & You Foundation.

The grants awarded for 2007 are:

American Lung Association of Arkansas, Little Rock (\$44,900) — to support the Breath Well, Live Well Adult Asthma Program, which provides self-management skills to adults in Pulaski, Washington, Benton, Garland and Craighead Counties to reduce the burden of asthma and improve the quality of life of lung disease patients.

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Arkansas Association of Charitable Clinics, Hot Springs (\$100,000) — to support its Operation Systems Project, which helps 27 member clinics with system software designed to increase the efficiency of patient record-keeping.

Arkansas Rice Depot, Little Rock (\$100,000) — to support its Food for Thought Program, which targets childhood hunger by providing nutritious foods in backpacks that needy children may take home nights and weekends.

Arkansas River Education Service Cooperative, Pine Bluff (\$149,548) — to support its Coordinated School Health Program, which provides students 10-13 years old in DeWitt, Dollarway, Pine Bluff, Sheridan, Stuttgart, Watson Chapel, and White Hall with comprehensive health and physical education.

Boston Mountain Educational Cooperative, West Fork (\$150,000) — to support expansion of the ICAN Program, which fights childhood obesity in students (fourth through sixth grade) in the Elkins Public School District by forming a partnership between students, their schools and their families.

Community Clinic at St. Francis House, Springdale (\$84,002) — to support its Expanded Access to Care Program, which provides uninsured and low-income patients in Washington and Benton Counties with additional primary care availability.

Franklin County Learning Center, Ozark (\$11,000) — to purchase orthopedic positioning seats for children and adults being transported to developmental therapy.

Great Rivers Education Service Cooperative, West Helena (\$149,017) — to support its School Wellness Project, which provides fourth- and fifth-graders in Crittenden, Lee, Monroe, Phillips, Prairie and Saint Frances Counties with health and wellness education.

Helen R. Walton Children's Enrichment Center, Bentonville (\$79,275) — to support Fitness is Fun, which provides preschool children in northwest Arkansas with physical education classes weekly.

North Arkansas Partnership for Health Education, Harrison (\$119,385) — to support its North Arkansas Wellness Initiative, which provides the underserved population in northeast Arkansas with affordable health education services.

Paces, Inc., Jonesboro (\$52,728) — to support its Parenting and Childbirth Education Services, which provides case management services for young mothers and fathers in Craighead, Poinsett and Green Counties.

PE4Life, Rogers (\$149,775) — to support its Building Healthy Student Bodies, One at a Time Project, which targets middle school students in Rogers and trains 15 school cooperatives through the PE4life Academy Training site at Kirksey Middle School.

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Phillips Community College of the University of Arkansas, DeWitt (\$4,510) — to purchase interactive mannequins and training materials for its CPR/First Aid/AED Program at DeWitt Campus.

Park Foundation, Inc., Little Rock (\$52,500) — to support its Get Healthy Initiative, which educates students to take an active role in developing healthy lifestyle patterns through after-school, weekend and summer physical activities.

University of Arkansas - Fort Smith Dental Hygiene Program, Fort Smith (\$5,701) — to purchase dental treatment supplies for its Healthy Kids – Healthy Smiles Program, which provides dental sealants to area elementary students who lack financial resources.

University of Arkansas Cooperative Extension Service, Little Rock (\$21,766) — to support its WE3 Project, which provides a fitness and nutrition education program to older women in Saline, Hot Spring, Garland and Montgomery Counties.

The Blue & You Foundation received 92 grant applications requesting more than \$7.1 million in support. The 2007 grant selections were made by Blue & You Foundation board members: Carolyn Blakely, Ph.D., dean of the Honors College, University of Arkansas at Pine Bluff; Robert D. Cabe, chairman of the board, Little Rock; Sybil J. Hampton, Ed.D., Little Rock; Hayes C. McClerkin, Of Counsel, Dunn, Nutter and Morgan, Texarkana; Mahlon Maris, M.D., Harrison; George K. Mitchell, M.D., Little Rock; and Robert L. Shoptaw, chief executive officer of Arkansas Blue Cross, Little Rock.

The Blue & You Foundation will accept proposals for its next funding cycle anytime between Jan. 1 and July 16, 2007. Grants then will be reviewed and approved in the fall and awarded before the end of 2007 for 2008 programs. For more information about the grant application process, visit the foundation Web site at www.BlueAndYouFoundationArkansas.org or write to Blue & You Foundation, 320 West Capitol Ave., Suite 200, Little Rock, AR 72201.

The foundation is an independent licensee of the Blue Cross and Blue Shield Association and serves the state of Arkansas. The foundation is a 501(c)(3) organization.