



**BlueCross BlueShield  
of Nebraska**

An independent licensee of the Blue Cross and Blue Shield Association

# NEWS RELEASE

**FOR IMMEDIATE RELEASE**

## **North Platte Program Wins Wellness Grant** *Check presentation and media reception in North Platte*

### Media Advisory

*What: Check presentation and media reception*

*Date: Thursday, August 14*

*Time: 10:00 am*

*Location: Great Plains Regional Medical Center Atrium*

#### Scheduled Speakers

- Mel McNea, Great Plains Interim CEO
- Doug Long, Program Coordinator
- Dan Twarling, North Platte Public Schools
- Jack Mills, BCBSNE Chairman of the Board

August 5, 2008 (Omaha, NE) – On **Thursday, August 14**, representatives from Blue Cross and Blue Shield of Nebraska will be in North Platte to deliver a \$5,000 check to support an important community wellness initiative. Blue Cross and Blue Shield of Nebraska Chairman of the Board Jack Mills will present the check to the Great Plains Health Care Foundation. The money will go towards the successful “Pound Plunge 2009” project.

“Pound Plunge 2009” is one of nine winners of the **2008 Blue Health Advantage Wellness Grants**. The grants are being awarded this summer to those projects which have shown the greatest promise for bettering the health and well-being of community residents outside of the Omaha/Lincoln metropolitan areas. The competition for the grant dollars was intense, but judges said this program stood out for its innovative, community-based solutions that could produce positive health outcomes and measurable results.

Blue Cross and Blue Shield of Nebraska exists to deliver the health and wellness solutions that people value most. “We’re committed to investing in the health and wellness of citizens and communities across Nebraska,” says Celann LaGreca, vice president, Community Investment. “We are delighted to support programs like the Pound Plunge 2009. We hope this gift and recognition will encourage all North Platte residents along their wellness journey.”

Blue Cross and Blue Shield of Nebraska, an independent licensee of the Blue Cross and Blue Shield Association, insures or provides benefit administration to nearly 700,000 people. Blue Cross and Blue Shield of Nebraska is a mutual insurance company committed to delivering the health and wellness solutions that people value most.

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