



**BlueCross BlueShield
of Nebraska**

An independent licensee of the Blue Cross and Blue Shield Association

NEWS RELEASE

FOR IMMEDIATE RELEASE

2009 Wellness Grant Winners Announced

\$82,000 in grants will support community health and wellness statewide

June 15, 2009 (Omaha, NE) – Blue Cross and Blue Shield of Nebraska has selected the winners of the **2009 Blue Health Advantage Wellness Grants**. The seven winners will share funds totaling \$82,000:

| Location | Program | Organization | Award |
|-----------------|--|---|--------------|
| Kearney | Building Healthy Families | University of Nebraska at Kearney | \$20,000 |
| Schuyler | “Levantate Y Camina” <i>Get Up and Walk</i> | East-Central District Health Department | \$12,000 |
| Chadron | Lifespan Wellness Walking Routes II | Lifespan Wellness Team/ Chadron Community Recreation | \$10,000 |
| Hastings | “Inspirado En El Bienestar” <i>Inspired by Wellness</i> | Mary Lanning HealthCare Foundation | \$10,000 |
| Hastings | KBAM “Kids Body and Mind” | Hastings Family YMCA | \$10,000 |
| Norfolk | Expanding Knowledge of Healthy Living | Norfolk Community Health Care Clinic | \$10,000 |
| Superior | Superior Well-Beings | Brodstone Memorial Hospital | \$10,000 |

Among the seven winners are two previous grant recipients, which are now expanding programs in Hastings and Chadron. Overall the winning programs focused on several areas of major statewide concern, including childhood obesity, diabetes prevention, and providing health care to the uninsured.

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BCBSNE Grants 2009/2

The Blue Health Advantage Wellness Grant Program was established in 2008 to support health and wellness programs statewide, especially in Greater Nebraska. Blue Cross and Blue Shield of Nebraska representatives will travel the state this summer to visit the communities and deliver checks to the winners.

As a Nebraska-based company, Blue Cross believes it's important to be an active member of the communities in which its customers live and work. Says Celann LaGreca, vice president, Community Investment: "We pride ourselves on the trustworthiness of our brand and the confidence that others have placed in us. The BHA Wellness Grants are among a number of charitable contributions and events we sponsor throughout the state because we believe that giving back is an important part of being a good corporate citizen."

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. Among recent honors: The 2008 Integrity Award from the Better Business Bureau, the Platinum Well Workplace Award from the Wellness Councils of America, Top 10 Best Places to Work in Omaha and "Best of Omaha" among health insurance companies.

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