



**Arkansas
BlueCross BlueShield**
An Independent Licensee of the Blue Cross and Blue Shield Association

news release

For more information, call Max Heuer at 501-378-2131

601 S. Gaines St.
P.O.Box 2181
Little Rock, AR
72203-2181
arkansasbluecross.com

FOR IMMEDIATE RELEASE

Arkansas Blue Cross and Blue Shield employees raise more than \$10,000 for Juvenile Diabetes Research

Little Rock, Ark. (January 20, 2010) — Arkansas Blue Cross and Blue Shield employees raised more than \$10,000 for the Juvenile Diabetes Research Foundation (JDRF), according to Mark White, president and chief executive officer for Arkansas Blue Cross. White served as the 2009 corporate walk chair for the Greater Arkansas Chapter of JDRF.

In support of JDRF, more than 500 Arkansas Blue Cross employees formed a corporate walk team and gathered at Murray Park on Sept. 19, 2009, for the annual Walk to Cure Diabetes.

In addition to walking for a cure, the employees of Arkansas Blue Cross held an internal fundraiser to raise money for JDRF. They set a goal of \$10,000 and worked over a two-month period to raise the funds. In the end, the employees exceeded their goal and raised more than \$10,000 for JDRF. Through employee efforts, research will continue on this life-long illness so that children with diabetes may get closer to a cure.

Founded in 1948, Arkansas Blue Cross and Blue Shield, an Independent Licensee of the Blue Cross and Blue Shield Association, is the largest health insurer in Arkansas. Arkansas Blue Cross and its affiliates have more than 2,700 employees. If combined, the 39 independent, locally operated Blue Cross and Blue Shield Plans collectively provide health-care coverage for 98 million — nearly one in three — Americans.