

NEWS RELEASE

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FOR IMMEDIATE RELEASE

Blue & You Foundation awards \$1.3 million in grants to improve health

LITTLE ROCK, Ark. (Nov. 15, 2007) – The Blue & You Foundation for a Healthier Arkansas has awarded a total of \$1,308,988 in grants to 20 health improvement programs in Arkansas.

“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, prenatal education, dental health and safety,” said Patrick O’Sullivan, executive director of the Blue & You Foundation.

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.

The grants awarded for 2008 are:

American Red Cross of Greater Arkansas, Little Rock (\$130,071) – to provide expanded health and safety training courses in CPR/First Aid/AED, swimming and life guarding, babysitting and rapid response in 13 central Arkansas counties.

Arkansas Association of Charitable Clinics, Hot Springs (\$90,000) – to assist 29 member clinics in obtaining surplus prescription medications for distribution to low-income Arkansans.

Arkansas County Partners in Health, Stuttgart (\$17,427) – to implement the Color Me Healthy nutrition and physical education program in 23 pre-school classrooms in Arkansas County.

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AR Well Child Reads, Little Rock (\$84,290) – to expand the Reach Out and Read program in Arkansas, where pediatricians promote healthy literacy and distribute free children’s books to parents to encourage them to read with their children.

Christian Health Center, Camden (\$69,000) – to support the clinic in providing prescription medications and medical, dental, vision and mental health services to low-income patients in Ouachita, Union, Calhoun and Dallas counties.

Committee for Healthier Children/Beebe Public Schools, Beebe (\$61,206) – to support an afterschool program of daily physical exercise, healthy snacks and physical assessments for pre-K through ninth grade students.

Communication Arts Institute, Eureka Springs (\$100,000) – to support the Chewy Café program, which provides middleschool teachers, students and parents with an innovative video educational program focused on healthy cooking.

Community Clinic at St. Francis House, Springdale (\$92,744) – to provide pediatric medical and dental services to low-income and uninsured children in Washington and Benton counties.

Community Dental Clinic, Fort Smith (\$24,120) – to provide needed emergency dental services to indigent, poor or elderly Arkansans in Sebastian and Crawford counties.

Conway County Christian Clinic, Morrilton (\$32,000) – to provide prescription medications to uninsured or low-income residents of Conway and Perry counties.

Helen R. Walton Children’s Enrichment Center, Bentonville (\$59,296) – to expand Fitness is Fun, which provides preschool children in northwest Arkansas with weekly physical education classes.

Holman Community Development Corporation, Stuttgart (\$132,900) – to support the Fit-2-Live program, which provides healthy lifestyle education to at-risk children in Arkansas, Monroe and Jefferson counties.

March of Dimes, Little Rock (\$41,477) – to provide prenatal and premature birth education to African-American and Hispanic women in the Delta, central and northwest Arkansas counties.

Monticello School District, Monticello (\$80,000) – to support the Fit for Fun program, which provides afterschool nutrition and physical education for 3-8 grade students and their parents.

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Museum of Discovery, Little Rock (\$28,810) – to provide sexual health education courses to teachers and students in grades 4-8, to help reduce teen pregnancy and sexually transmitted disease.

Positive Atmosphere Reaches Kids (PARK), Little Rock (\$66,000) – to provide an updated physical fitness area for use by at-risk students, ages 12-19, in Pulaski County.

Potluck, Inc., North Little Rock (\$9,000) – to support its Nutrition Education Workshops, which teach at-risk families how to find nutritious food and prepare healthy meals.

Rogers Public Schools, Physical Education Department, Rogers (\$105,000) – to expand the PE4life physical fitness model to seven elementary schools in Rogers, with a special focus on reducing obesity in Hispanic students and their families.

Southern Good Faith Fund, Pine Bluff (\$50,000) – to support its Career Pathways program, which educates nurses in the Arkansas Delta region.

University of Arkansas Cooperative Extension Service, Little Rock (\$35,647) – 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 89 grant applications requesting \$6.0 million in support. The 2008 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, Miller County Abstract, 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 15, 2008. Grants then will be reviewed and approved in the fall and awarded before the end of 2008 for 2009 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.