

# Blue & You Foundation

For a Healthier Arkansas 

**Patrick O'Sullivan**  
Executive Director

USABLE Corporate Center  
320 West Capitol Ave., Suite 200  
Little Rock, AR 72201  
501-378-2221 FAX 501-378-2051  
posullivan@arkbluecross.com

For more information call:  
Patrick O'Sullivan, (501) 378-2221

## NEWS RELEASE

### FOR IMMEDIATE RELEASE

#### *Blue & You Foundation to fund childhood obesity research, other health improvement programs*

**LITTLE ROCK, Ark. (May 9, 2007)** – The Blue & You Foundation for a Healthier Arkansas will fund two special grants to research solutions to childhood obesity in Arkansas. These grants are in addition to the foundation's normal, annual grantmaking process, where eligible Arkansas institutions may apply for funding for health improvement projects in Arkansas.

“Childhood obesity continues to be a serious problem in Arkansas,” said Patrick O'Sullivan, executive director for the foundation. “Our goal with these two special grants is to identify specific programs that have the best results in reducing obesity in our children.”

The first grant, for up to \$50,000, would fund a review of current research on the prevention of childhood obesity, and is open to any eligible governmental or 501(c)(3) institution in the United States.

The second grant, for up to \$125,000, would fund an assessment and evaluation of current programs in Arkansas that address the prevention of childhood obesity, and is open only to eligible institutions located in Arkansas.

“Both studies should produce information that will be valuable to schools, agencies and communities that wish to implement proven programs, and to funding organizations that wish to make effective and prudent grantmaking decisions related to childhood obesity,” O'Sullivan said.

In addition to the two special grants, the foundation is also accepting applications for grants ranging from \$5,000 to \$150,000 for any general health improvement program in Arkansas. The Blue & You Foundation, established in 2001 by Arkansas Blue Cross and Blue Shield, awards approximately \$1 million in grants annually to nonprofit or governmental organizations and programs that positively affect the health of Arkansans. In its first five years of operation, the foundation has awarded more than \$6.1 million to 86 health improvement programs in Arkansas.

The deadline to apply for the special grants or for other health improvement grants is July 16, 2007. Information about applying for grants is found at [www.BlueAndYouFoundationArkansas.org](http://www.BlueAndYouFoundationArkansas.org), or may be requested by writing to Blue & You Foundation, Attention: Patrick O'Sullivan, USABLE Corporate Center, 320 West Capitol, Suite 200, Little Rock, AR 72201. The grant applications will be reviewed in the fall and grants awarded in November, for programs to be implemented in 2008.

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

#