



**BlueCross BlueShield
of Minnesota**

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NEWS RELEASE

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Blue Cross Announces Additional Recipients of Prevention Minnesota Funding

More than 30 community-based programs to promote physical activity

EAGAN, Minn. (November 30, 2006) — Blue Cross and Blue Shield of Minnesota (Blue Cross) has announced the selection of another 31 projects to promote physical activity in communities around the state. The initiative — *Communities on the Move* — is part of Prevention Minnesota, Blue Cross' long-term health improvement initiative that tackles preventable heart disease and cancers by addressing their root causes. Physical inactivity is one of those root causes.

“I am excited that we could fund another 31 projects.” said Marc Manley, M.D., vice president and medical director of population health at Blue Cross. “Each of the selected organizations had a great plan for creating healthier communities through physical activity, and I look forward to seeing the positive outcomes of their efforts.”

The following organizations were selected in this round of *Communities on the Move* funding. Funding is contingent on successful contract negotiation:

- 494 Commuter Services, Southwest Metro Area
- Buffalo Hospital
- Center for Health Promotion, Minnesota Department of Health, St. Paul
- City of Burnsville
- College of St. Scholastica, Duluth
- Community Fitness Today, Minneapolis
- Dakota County Public Health Department
- Dayton's Bluff District 4 Community Council, St. Paul
- East Side Neighborhood Services, Minneapolis
- Fairview Health Services, Minneapolis
- Fillmore-Houston Community Health Services
- Freeport West, Minneapolis
- Henning Independent School District No. 545

— more —

- Itasca County Family YMCA, Grand Rapids
- Kanabec County Public Health, Mora
- Lakeview Memorial Hospital, Stillwater
- Lord of Life Lutheran Church, Maple Grove
- Major Taylor Bicycling Club of Minnesota, Minneapolis
- Merrick Community Services, St. Paul
- Minneapolis Department of Health and Family Support
- Morrison County Public Health, Little Falls
- Polaris Industries Inc., Medina, Roseau
- Pope County Public Health, Glenwood
- City of Redwood Falls Recreation Program
- Roseau Area Hospital and Homes, Inc.
- Sibley County Public Health, Gaylord
- Somali Community Resettlement Service, Rochester
- Southern Tri-County RSVP/Albert Lea Trades & Labor Assembly Community Services
- Spring Valley Senior Living
- Saint Elizabeth Medical Center, Wabasha
- Todd County Public Health, Long Prairie

Blue Cross has funded 60 projects through the *Communities on the Move* initiative in 2006, and has committed approximately one million dollars to this effort. Selected projects emerged from a competitive Request for Proposals (RFP) process. Each eligible application went through a two-part expert review process.

Community funding complements Prevention Minnesota's other core strategies, which include smoking cessation services, clinical initiatives, public awareness campaigns and outreach to high-priority populations. Prevention Minnesota's broad-based approach follows the strategic guidance of the U.S. Centers for Disease Control and Prevention, which cites community programs as essential to a comprehensive health improvement program. For more information, visit www.preventionminnesota.com.

Blue Cross and Blue Shield of Minnesota, with headquarters in the St. Paul suburb of Eagan, was chartered in 1933 as Minnesota's first health plan and continues to carry out its charter mission today: to promote a wider, more economical and timely availability of health services for the people of Minnesota. A not-for-profit, taxable organization, Blue Cross is the largest health plan based in Minnesota, covering 2.7 million members in Minnesota and nationally through its health plans or plans administered by its affiliated companies. Blue Cross and Blue Shield of Minnesota is an independent licensee of the Blue Cross and Blue Shield Association, headquartered in Chicago. Go to www.bluecrossmn.com to learn more about Blue Cross and Blue Shield of Minnesota.