

News Release

Anthem Blue Cross and Blue
Shield in New Hampshire
3000 Goffs Falls Road
Manchester, NH 03111
Tel: (603) 695-7202



For Immediate Release

Media Contact: Chris Dugan (603) 695-7202
Chris.Dugan@Anthem.com

Sarah Normand (603) 540-3146
Manchestermarathon@yahoo.com

A Race For Better Health

*Anthem Blue Cross and Blue Shield in New Hampshire
announces support for 2011 Anthem Kids Marathon*

Manchester, NH: (August 19, 2011) Students across New Hampshire will be able to “compete” in a full marathon this fall, thanks to an innovative collaboration announced today by the Manchester City Marathon Association and Anthem Blue Cross and Blue Shield in New Hampshire (Anthem).

The Anthem Kids Marathon, which takes place on Saturday, November 5th will be a culmination of two months of fitness activities aimed at school children across the Granite State. Starting with their first day of school, children will log their exercise activities throughout the fall with the goal of accumulating 25.2 miles of activity by November 5th – the date of the Anthem Kid’s Marathon. The children would then complete their “marathon” by running the final mile that day at Livingston Park in Manchester.

“The Anthem Kid’s marathon is designed to support active and healthy life styles for children in a fun way,” said Sarah Normand, race director, Manchester City Marathon. This will be the 5th year we’ve offered the event, but thanks to Anthem’s kind support, we are able to expand the event to include all New Hampshire school children in grades 1-8.

The event is part of the annual “Anthem Marathon & Wellness Weekend”, a three day celebration of health and wellness which includes the Anthem Sports and Wellness Expo (featuring the latest in sports and wellness vendors, running apparel and accessories, plus health screenings and fitness tips), the annual Anthem Health Symposium, and the Anthem/Manchester City Marathon, Half Marathon, and Relay.

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“As the state’s largest health insurer, we are constantly seeking out opportunities to collaborate on key health and wellness activities in the communities we serve,” said Lisa M. Guertin, president, Anthem. “Our support for the Anthem Kids Marathon is an extension of that ongoing effort.”

Four years ago, Anthem launched its State Health Index, a program that incorporates public health data to identify and help address major health issues in New Hampshire. As part of the initiative, Anthem dedicated a team to collaborate with local and state officials, as well as community organizations, to research the reasons behind the prevalent health deficiencies and to design policy solutions and implement or enhance programs aimed at helping to improve overall health in the state. “High up on the project list is child and adult fitness, so this initiative is in wonderful alignment with that work,” said Ms. Guertin.

Ms. Normand added that materials about the Anthem Kids Marathon are being distributed to schools across the state later this month. In addition, Runners Alley in Manchester is offering a free training program for youth interested in participating in the event. Details can also be found at www.manchestercitymarathon.com

“We strongly feel that regular physical activity is critical to a healthy life-style,” said Richard P. Lafleur, M.D., F.A.C.P., medical director at Anthem. “Engaging in good habits early in life is an important building block for children.”

This year’s marathon takes place on Sunday, November 6. For details, please visit www.manchestercitymarathon.com.

About Anthem Blue Cross and Blue Shield in New Hampshire

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