

## ***NEWS RELEASE***

For more information, call:  
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### **FOR IMMEDIATE RELEASE**

## ***Blue & You Foundation seeking grant applications to support health programs***

**LITTLE ROCK, Ark. (April 18, 2006)** — The Blue & You Foundation for a Healthier Arkansas has issued its fifth annual call for grant applications to fund 2007 health programs, which support services to improve the health of Arkansans.

The 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. Particular emphasis is given to projects affecting health-care delivery, health-care policy and health-care economics.

The deadline for applications is July 14, 2006. Information about applying for a grant is found on the foundation Web site 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 December for 2007 programs.

“The poor health status of our citizens ranks 46<sup>th</sup> in the nation and contributes to rising medical costs,” said Patrick O'Sullivan, executive director of the foundation. “By providing funding and working together with other organizations, we hope to establish or

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## ***Blue & You Foundation Call for Grant Applications, page 2***

expand a number of diverse health-care projects that will benefit all Arkansans over the long term.”

In its first four years of operation, the Blue & You Foundation has awarded more than \$4.8 million to 70 health improvement programs in Arkansas.

Recipients of 2006 grants included Arkansas Children’s Hospital Foundation, Little Rock; Arkansas Educational Television Network (AETN) Foundation, Conway; Arkansas Delta Rural Development Network, Ozark Mountain Health, Clinton; Arkansas Foodbank Network, Inc., Little Rock; Arkansas Human Development Corporation, Little Rock; Christian Health Center, Camden; Coalition for Healthy Children, Jonesboro; Committee for Healthier Children/Beebe Public Schools, Beebe; Community Clinic at St. Francis House, Springdale; Conway County Christian Clinic, Morrilton; Crowley’s Ridge Rural Health Coalition, Paragould; Daughters of Charity Services of Arkansas, Dumas; Easter Seals Arkansas, Little Rock; Elkins Public Schools (Elementary), Elkins; Good Samaritan Clinic, Fort Smith; Greater Texarkana Peoples’ Clinic, Inc., Texarkana; Ozark Health Medical Center, Clinton; Parenting and Childbirth Education Services, Inc., Jonesboro; Safe Jonesboro Coalition, Jonesboro; Southeast Arkansas Health Foundation, Monticello; University of Arkansas for Medical Sciences/Helping Schools Help Themselves, Little Rock; University of Arkansas Division of Agriculture Cooperative Extension, Little Rock; and White River Rural Health Center, Inc., Augusta.

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.

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, serving approximately one-third of the fully insured market. 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 93 million — nearly one in three — Americans.