

## ***NEWS RELEASE***

For more information, call:  
Max Heuer, (501) 378-2131

### **FOR IMMEDIATE RELEASE**

## ***Blue & You Foundation* issues second annual call for grant applications to support health programs**

**LITTLE ROCK, Ark. (May 9, 2003)** — The board of directors of the *Blue & You Foundation for a Healthier Arkansas* today issued its second annual call for grant applications to fund 2004 health programs, which support services to improve the health of Arkansans. The deadline for applications is Aug. 15, 2003. The grant applications will be reviewed in the fall and grants awarded in December for 2004 programs.

“We are excited to announce our second year of funding health programs that make a difference in the health of the citizens of our state,” said Robert L. Shoptaw, chief executive officer of Arkansas Blue Cross and Blue Shield and chairman of the foundation’s board of directors. “This is a new process that we hope over time will lead to a state of better health in Arkansas. Working together for better health is part of our mission at Arkansas Blue Cross. By working with other organizations and agencies who share this commitment, we believe we can have an even bigger impact on the health of Arkansans.”

The *Blue & You Foundation* awarded its first grants totaling \$962,100, at the end of 2002 to fund 12 programs statewide during 2003.

Recipients of 2003 grants included the American Heart Association, American Lung Association of Arkansas, Arkansas Center for Health Improvement, Arkansas Post Girl Scout Council, BAPTIST HEALTH Foundation, Bess Chisum Stephens YWCA, Boston Mountain Rural Health Center, Inc., Family Network, Guadalupe Prenatal Clinic, KIDS FIRST, Safe Jonesboro Coalition, and UAMS/Delta Area Health Education Center (AHEC).

Arkansas Blue Cross established the *Blue & You Foundation* in December  
(more)

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

2001 as a charitable foundation to promote better health in Arkansas. The *Blue & You Foundation* anticipates awarding \$1 million in grants annually to non-profit 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.

“We have a health care crisis in Arkansas that must be addressed,” said Shoptaw. “The poor health status of our citizens ranks 46<sup>th</sup> in the nation and contributes to rising medical costs. By providing funding and working together with other organizations, we hope to establish or expand a number of diverse health care projects that will benefit all Arkansans over the long term.”

For more information or to receive a grant application, write to Blue & You Foundation, 601 S. Gaines Street, Little Rock, AR 72201 — or visit the foundation Web site at [www.BlueAndYouFoundationArkansas.org](http://www.BlueAndYouFoundationArkansas.org) for complete information and guidelines.

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 more than 898,000 Arkansans. Arkansas Blue Cross and its family of companies have more than 2,200 employees.