



FOR IMMEDIATE RELEASE
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NC to Unveil Unique Approach to Obesity Prevention

New Ads, Web site will Link North Carolinians to Tools for Healthier Weight and Lifestyles

Raleigh, NC – Fit Together, one of the most comprehensive state obesity prevention campaigns in the nation, will unveil a new Web site and advertisements on Tuesday, Nov. 16.

The ads and Web site will feature success stories from communities and programs across North Carolina working to prevent obesity and promote healthy lifestyles. In addition, the Web site will provide individuals a step-by-step roadmap on how they can make these positive changes in their community. North Carolinians can also access information about local resources such as fitness programs, exercise facilities and counseling on nutrition and healthcare on the Web site. This dual individual-community approach is one of the factors that make Fit Together unique.

Fit Together, a three-year public-private partnership between the NC Health and Wellness Trust Fund (HWTF) and Blue Cross and Blue Shield of North Carolina (BCBSNC) also will announce the results of a statewide poll on obesity and community action.

WHAT: Fit Together unveiling of new advertisements, Web site and results of a statewide poll.

WHEN: Tuesday, Nov. 16, 2004

Fit Together will distribute media packets via Fed Ex to arrive the morning of Nov. 16. To receive a packet, please call **Kathleen Linder at 919-882-1997** or klinder@capstrat.com.

INTERVIEW OPPORTUNITIES FOR NOV. 16:

- BCBSNC President and CEO **Bob Greczyn** will be available for interviews by phone.

SATELLITE LINK:

Broadcast stations can access video of HWTF Chair, Lt. Gov. Beverly Perdue and BCBSNC President and CEO Bob Greczyn introducing the new campaign, images of parents and children learning to navigate the Web site, community programs and an ad preview from **10:00 - 10:30 a.m. on Nov. 16, 2004**. The satellite information is as follows:

AMC9-K17
85 degrees West
Uplink: 14340 Horizontal
Downlink: 12040 Vertical

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About Blue Cross and Blue Shield of North Carolina

Blue Cross and Blue Shield of North Carolina is a leader in delivering innovative health care products, services and information to approximately 3 million members, including approximately 500,000 served on behalf of other Blue plans. The company offers its members the Blue ExtrasSM value-added programs, which provide discounts and information on a wide variety of health-related services at no additional cost. BCBSNC also offers life, dental, long-term care and disability insurance products. For 70 years, the company has served its customers by offering access to quality health care at a competitive price and has served the people of North Carolina through support of community organizations, programs and events that promote good health. BCBSNC's HMO and POS products have earned Excellent Accreditation from the National Committee for Quality Assurance (NCQA), an independent, not-for-profit organization dedicated to improving the quality of health care delivered to people everywhere. BCBSNC also has North Carolina's first and only NCQA accredited PPO plan – Blue OptionsSM. Blue Cross and Blue Shield of North Carolina is an independent licensee of the Blue Cross and Blue Shield Association. Access BCBSNC online at www.bcbsnc.com.

About the NC Health and Wellness Trust Fund

The NC Health and Wellness Trust Fund makes North Carolina stronger, both physically and economically, by funding programs that promote preventive health. Created by the General Assembly in 2000 to allocate a portion of North Carolina's share of the national tobacco settlement, HWTF has invested \$55 million to support preventive health initiatives and \$78 million to fund a prescription drug assistance program for seniors. For more information, please visit www.hwtfc.org.

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