

Contacts:

Jessica Coscia

NC Health and Wellness Trust Fund

Work: (919) 855-6882

Cell: (919) 247-7999

Jillian Good

Capstrat

Work: (919) 882-1907

Media Advisory

May 16, 2007

Health Summit Will Set Stage for Prioritizing Health-related Needs in NC

NC Health and Wellness Trust Fund Chair Lt. Gov. Bev Perdue to Present

First Annual Power of Prevention Awards

(RALEIGH, NC) – The NC Health and Wellness Trust Fund (HWTF) and HWTF Chair Lt. Gov. Bev Perdue will host the first-ever NC Health Summit and Power of Prevention Awards today at WakeMed Andrews Center for Medical Education in Raleigh.

The Power of Prevention Awards recognize outstanding individuals from across North Carolina who have taken innovative measures to promote healthy lifestyles and increase access to health care, and address chronic diseases such as obesity, diabetes, cancer and heart disease.

The awards ceremony is part of the 2007 NC Health Summit, a day-long conference hosted by HWTF and WakeMed Health & Hospitals. The summit is designed to bring together key policymakers, foundation executives and leaders in both the health care and business arenas from all over the state for the purpose of elevating health policy to the top of North Carolina's agenda. By bringing these leaders together, the summit hopes to explore collaborative solutions to addressing the state's most critical health needs.

Survey results released at the summit — and the ensuing discussions and collaborations — will set the stage for creating a plan to make North Carolina the healthiest state in the country. Speakers include Pam Silberman, president & CEO of NC Institute of Medicine; Gary L. Yates, president & CEO of the California Wellness Foundation and HWTF Commissioner Bill Atkinson, president & CEO of WakeMed Health & Hospitals.

WHAT: 2007 Power of Prevention Awards and NC Health Summit

WHERE: WakeMed Andrews Center for Medical Education
3024 New Bern Avenue, Raleigh

WHEN: Wednesday, May 16, 2007
Power of Prevention Awards: 1 to 2:45 p.m.
2007 NC Health Summit: 9 a.m. to 4 p.m.

WHO: HWTF Chair Lt. Gov. Bev Perdue

2007 Power of Prevention Award Winners:

Tom Vitaglione, senior fellow of health and safety, Action for Children NC

Dr. Meg Malloy, executive director, NC Prevention Partners

David Murdock, chairman and CEO, Dole Food Company, Inc.

Deborah Bryan, president and CEO, American Lung Association of NC

Dr. Barbara Ann Hughes, president, B.A. Hughes & Associates

Olivia Fleming, principal, The Fleming Group

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 \$143 million to support preventive health initiatives and \$102 million to fund a prescription drug assistance program. For more information, please visit www.HealthWellNC.com.