

MEDIA ADVISORY

FOR IMMEDIATE RELEASE

May 12, 2008

Statewide Leaders Honored for Their Work in Promoting a Healthy North Carolina
HWTF recognizes these leaders at the second annual Power of Prevention Awards

(RALEIGH, NC) – The NC Health and Wellness Trust Fund (HWTF) will honor six North Carolinians for their outstanding leadership in promoting healthy lifestyles in their communities. HWTF Chair Lt. Gov. Bev Perdue will recognize these winners during the second annual Power of Prevention Awards at the Carolina Club in Chapel Hill on Wednesday, May 14th.

The Power of Prevention Awards recognizes individuals across North Carolina for taking innovative measures in the following areas:

- Preventive health
- Access to health care
- Promoting healthy lifestyles

WHAT: 2008 Power of Prevention Awards

WHERE: The Carolina Club, Alumni Hall
George Watts Hill Alumni Center
Stadium Drive at Ridge Road
Chapel Hill, NC 27514

WHEN: Wednesday, May 14, 2008
1:00 p.m. - 3:00 p.m.

WHO: HWTF Chair, **Lt. Gov. Bev Perdue**
Dr. Jim Johnson, keynote speaker, professor and director of Urban Investment Strategies, UNC-Chapel Hill

2008 Power of Prevention Awards Winners:

- **Gina Upchurch**, founding director of Senior PHARMassist
- **A. Ray Rogers**, executive director of the Cornerstone Ministry, Inc. and Wholistic Housing Ventures, Inc.
- **FirstCarolinaCare Insurance Company, Inc.**, a nonprofit health insurer targeting communities in rural North Carolina
- **Shellie Y. Pfohl**, co-founder of Be Active North Carolina
- **Sally Herndon Malek**, manager of the Tobacco Prevention and Control Branch
- **Barbara Pullen-Smith**, executive director of the NC Office of Minority Health (OMH) and the Minority Health Advisory Council (MHAC)

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 \$127 million to support preventive health initiatives and \$78 million to fund a prescription drug assistance program. For more information, please visit www.HealthWellNC.com.