



**Arkansas
BlueCross BlueShield**
An Independent Licensee of the Blue Cross and Blue Shield Association

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NEWS RELEASE

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FOR IMMEDIATE RELEASE

Winner of the “Don’t Start” Smoking Storyboard Coloring Contest Announced

Little Rock, Ark. (June 10, 2008) — Christopher Hayes of Little Rock recently was named the grand-prize winner in the seventh annual “Don’t Start” Smoking Storyboard Coloring Contest. Hayes is a fifth-grader at Terry Elementary School in Little Rock. Arkansas Blue Cross and Blue Shield sponsored the contest in partnership with the Arkansas Respiratory Health Association and the Arkansas Department of Education.

A celebration party was held recently at the Clear Channel MetroPlex in Little Rock to announce the finalists.

Eighteen other student finalists were from elementary schools in Bauxite, Benton, Harrison, Jonesboro, Magnolia, Star City and Van Buren. More than 17,000 students participated statewide. Hayes’ winning storyboard was turned into a 30-second public service announcement (PSA) to be shown in the summer and fall of 2008.

The “Don’t Start” Smoking Storyboard Coloring Contest gives students an opportunity to show why it’s important to never start smoking. Kids use storyboard sheets to write a story and draw pictures. The contest helps students in public, private and home schools in kindergarten through fifth grade realize the dangers of tobacco.

(more)

“Don’t Start” Winner Announced, Page 2

As part of the contest, kids are encouraged to think about why they should not use tobacco products. Many of the storyboards tell how full their lives can be if they don’t smoke. They are encouraged to draw animals, people, cartoon characters or anything they want to tell their story. Teachers present a seven-minute educational video and use teacher’s packets to build a curriculum around the contest.

“Learning at an early age about how the choices you make now can affect your health in the future is part of our mission at Arkansas Blue Cross,” said Richard Cooper, vice president of Human Resources for Arkansas Blue Cross, at the “Don’t Start” Smoking contest celebration. “We want you to be healthy. As these students all have shown in their storyboards, there is nothing healthy about smoking. We hope the ‘Don’t Start’ Smoking Contest was a fun learning opportunity for those who participated. Someday, chances are good these students will be asked or tempted by someone to try a cigarette or other tobacco product. I hope they will remember what they’ve learned through this program, stand firm, and just say, ‘no.’ We’re proud to have been a sponsor of this worthwhile project for the seventh year and I’m proud of the commitment these students all have made to stay smoke-free.”

“Studies have shown that when the arts are incorporated into a message, it is retained for a much longer period of time by the students,” said Leon Matthews, executive director of the Arkansas Respiratory Health Association. “This anti-tobacco program is unique and provides thousands of kids an opportunity to get involved in the fight against tobacco in a meaningful way. Our goal is to have a future generation of healthier adults free of tobacco-related lung disease.”

A panel of judges selected three finalists in each grade level. From those 19 finalists, judges selected the overall winner who received a \$100 savings bond and an

(more)

“Don’t Start” Winner Announced, Page 3

iPod Shuffle in addition to having his story turned into a PSA. All finalists received fun prizes including bicycles, DVD games, gift cards, and prize packs from BlueAnn Ewe, a big blue sheep mascot who is Arkansas Blue Cross’ health ambassador.

Other finalists in the “Don’t Start” Smoking Coloring Contest were:

Kindergarten

1st place	Reese Anderson	Skyline Heights Elementary	Harrison
2nd place	Molly Lewis	Hurricane Creek Elementary	Benton
3rd place	Josie Claire Floyd	Jimmy Brown Elementary	Star City

First Grade

1st place	Kaden Causey	Skyline Heights Elementary	Harrison
2nd place	Katie Fowler	Skyline Heights Elementary	Harrison
3rd place	Clarie Doshier	Skyline Heights Elementary	Harrison

Second Grade

1st place	Kendall Fowler	Skyline Heights Elementary	Harrison
2nd place	Lexi Gartman	Rena Elementary	Van Buren
3rd place	Hattie Howard	Rena Elementary	Van Buren

Third Grade

1st place	Grant Varnell	Hurricane Creek Elementary	Benton
2nd place	Katherine Pletcher	East Side Elementary	Magnolia
3rd place	Madi Stewart	Skyline Height Elementary	Harrison

Fourth Grade

1st place	Blake Mancil	Skyline Heights Elementary	Harrison
2nd place	Tyler Holmes	Hurricane Creek Elementary	Benton
3rd place	Emily Floyd	Hurricane Creek Elementary	Benton

Fifth Grade

1st place	Danielle Butler	Pine Haven Elementary	Benton
2nd place	Dustin Proffitt	Westside Middle	Joneboro
3rd place	Jennifer Phan	Hurricane Creek Elementary	Benton

Students could either enter the contest as individuals or participate with their class. For more information about the contest or the Arkansas Respiratory Health Association, call 1-800-880-5864 or visit www.arkresp.org.

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“Don’t Start” Winner Announced, Page 4

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 2,550 employees. If combined, the 39 independent, locally operated Blue Cross and Blue Shield Plans collectively provide health-care coverage for 98 million — nearly one in three — Americans.