



**Arkansas
BlueCross BlueShield**

An Independent Licensee of the Blue Cross and Blue Shield Association

news release

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FOR IMMEDIATE RELEASE

Arkansas Blue Cross and Blue Shield employees raise more than \$34,000 for the American Red Cross International Response Fund (Haiti)

Little Rock, Ark. (February 12, 2010) — Arkansas Blue Cross and Blue Shield employees raised \$34,433 for the American Red Cross International Response Fund (Haiti), according to Mark White, president and chief executive officer for Arkansas Blue Cross.

In response to the devastating earthquake in Haiti, employees at Arkansas Blue Cross organized a week-long fund-raising campaign. The employees donated food, material items, and talent to raise money through activities including bake sales, silent auctions, benefit luncheons, breakfasts and more. To boost participation, the employees requested and received donations including pizza, box lunches, breakfast bowls, gifts, cosmetics, jewelry, movie tickets, gift cards and other valuable items from many outside vendors.

Arkansas Blue Cross will donate an additional \$10,000 in matching funds, for a total of \$44,433. All donations will be directed to the American Red Cross International Response Fund (Haiti).

“The employees of Arkansas Blue Cross gave from their hearts and out of their own pockets to help the survivors of the Haiti earthquake,” said White. “Although the amount may seem quite astonishing to some, I’m not surprised. Our employees are amazing. Anytime there is a need or an opportunity to do something of value for the community — whether it’s just down the street or halfway around the world — they are ‘all in.’ And their

(more)

results are always inspiring. Raising this money took a whole lot of effort, a whole lot of energy and a whole lot of heart. It is a privilege to work with such an incredible team.”

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. Arkansas Blue Cross and its affiliates have more than 3,000 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.

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