



**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 donates \$5,000 To Provide Relief to Victims of Arkansas' Severe Weather

Little Rock, Ark. (May 12, 2010) — Arkansas Blue Cross and Blue Shield has donated \$5,000 to the American Red Cross of Greater Arkansas to help provide relief to victims of the recent tornadoes in Arkansas, according to Mark White, president and chief executive officer of Arkansas Blue Cross.

“The American Red Cross is very proud of its long-time partnership with Arkansas Blue Cross and Blue Shield and their steadfast commitment to helping Arkansans in need when disaster strikes,” said Candace Carey, regional chief executive officer for the American Red Cross.

Additionally, employees of Arkansas Blue Cross raised more than \$2,500 to benefit the American Red Cross in Mississippi to help those who were victims of tornadoes there in April.

“When our neighbors and friends are in need, our company and our employees never hesitate to lend a helping hand,” said White. “Therefore, we are once again opening up our hearts and our wallets to help our fellow Arkansans who have endured losses due to the recent severe weather. We also wanted to show support for some of our own employees who work in Jackson, Mississippi, as well as our colleagues at Blue Cross Blue Shield of Mississippi, who are dealing with their own tornado relief.”

(more)

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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 2,700 employees. If combined, the 39 independent, locally operated Blue Cross and Blue Shield Plans collectively provide healthcare coverage for 98 million — nearly one in three — Americans.

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