



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

news release

For more information, call Kristy Fleming at 501-378-5869

601 S. Gaines St.
P.O.Box 2181
Little Rock, AR
72203-2181
arkansasbluecross.com

FOR IMMEDIATE RELEASE

Students from Mabelvale, Kirby and Magazine Build Healthy Sundaes with Blue Sheep

Little Rock, Ark. (June 14, 2010) — A total of 52 first- and second-grade students from Chicot Primary School in Mabelvale, Kirby Elementary School and Magazine Elementary School constructed creamy creations with the assistance of BlueAnn Ewe, ambassador of health for Arkansas Blue Cross and Blue Shield — a six-foot blue sheep costume character — at a “Build a Healthy Sundae” party in their classroom.

The students, who are members of the BlueAnn Class Club, completed a Healthy Habits Activity Calendar under the direction of their teachers, Mandy Green (Mabelvale), Julie Brewer (Kirby) and Ashley Young (Magazine), to become eligible for a “Build a Healthy Sundae Party” with BlueAnn in their classroom. To complete the Healthy Habits Activity Calendar, students practiced at least one healthy habit each day — brushed their teeth, got a good night’s sleep, exercised, buckled their seat belt, ate healthy foods, etc. — and recorded their habits with a sticker on a calendar for 20 school days.

As a reward for their efforts, BlueAnn Ewe paid a personal visit to each of the classrooms and served the students bowls of low-fat frozen yogurt which they topped off with granola, fresh bananas, multi-grain cereal, cherries, nuts, sprinkles and/or fat-free whipped topping. Students also enjoyed low-fat animal crackers and 100% fruit juice with their treats.

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Following their cool refreshments, the students played games with BlueAnn, and watched BlueAnn's music health videos, BlueAnn Rocks. Each student and the teacher also received a party favor during the festivities.

The BlueAnn Class Club is a free club offered through Arkansas Blue Cross, designed for students in kindergarten, first grade and second grade to provide them with opportunities to learn about healthy habits, and to participate in activities that encourage overall healthy behaviors or practices. Teachers enroll their classes in the BlueAnn Class Club. Participation in the BlueAnn Class Club is for one school year, renewable each fall as the new school year begins.

The BlueAnn Class Club is part of Arkansas Blue Cross' Blue & Youth Health Program, a health education effort designed to improve the well-being of Arkansas citizens, beginning with the young people of the state.

Teachers interested in enrolling their Fall 2010 classes (or needing more information) may call 1-800-515-BLUE (2583) or log on to BlueAnn's Wild & Woolly Web site at BlueAnnEwe-ark.com for more information.

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 health-care coverage for 98 million — nearly one in three — Americans.

