

NEWS RELEASE



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FOR IMMEDIATE RELEASE

Blue Cross Blue Shield of Arizona Provides Essential Program Funding to Coconino County in Ongoing Effort to Improve Arizonans Health

PHOENIX (Nov. XX, 2014) - According to the Department of Health Services, Arizona ranks 15th in the nation for childhood obesity. In an ongoing effort to provide Arizona's youth with a healthier future, Blue Cross Blue Shield of Arizona (BCBSAZ) has partnered with the Coconino Coalition for Children and Youth (CCC&Y), in honor of its 75th anniversary statewide outreach campaign, "Arizonans First. Always." CCC&Y, in collaboration with BCBSAZ, is pleased to present the ChildLight Yoga Teacher Training January 23rd through January 25th, 2015.

"CCC&Y depends on community support and partnerships to enhance the well-being of every child in Coconino County," said Ruth Ellen Elinski, Executive Director of CCC&Y. "BCBSAZ's contribution will help teachers and other community members make a positive impact on our children and their health and well-being for years to come.

Coconino Coalition for Children and Youth (CCC&Y) is a 501(c)3 organization that has been an advocate for youth and youth programs for more than 30 years. CCC&Y's vision is to ensure all children in Coconino County have the resources they need to reach their full potential. The donation provided by BCBSAZ will provide twenty-one scholarships for area professionals to attend and become trained in ChildLight Yoga, a two-day interactive yoga workshop has been designed to provide participants with the tools and knowledge needed to teach children ages 2-12 the gifts of yoga. Scholarship recipients must complete the ChildLight Yoga certification process, consisting of developing lesson plans, evaluating class participation, and hosting at least three yoga classes after the training. Newly certified ChildLight Yoga teachers are committing to being a continued resource in Coconino communities.

The practices learned through ChildLight Yoga can be integrated into existing curriculums and practice. It's been proven that incorporating these yoga techniques leads to improved behavior, increased concentration, anxiety and stress relief, strengthened patience, better decision making skills, and even reduced rates of obesity, among many other benefits.

"Developing proper health education at an early age is imperative," said Rich Boals, president and CEO of BCBSAZ. "Our partnership with the

Coconino Coalition for Children and Youth ensures children in our community learn different ways to stay healthy, while having fun.”

Since March 2014, the BCBSAZ statewide corporate outreach campaign has reached all 15 counties and continues to make a tremendous positive impact on Arizona communities. To learn more about BCBSAZ and its 75 years in Arizona, visit azblue.com/birthday.

About Blue Cross Blue Shield of Arizona

Blue Cross Blue Shield of Arizona (BCBSAZ), an independent licensee of the Blue Cross and Blue Shield Association, is the largest Arizona-based health insurance company. The not-for-profit company was founded in 1939 and provides health insurance products, services or networks to 1.3 million individuals. With offices in Phoenix, Flagstaff, Tucson and the East Valley, the company employs more than 1,300 Arizonans. Follow BCBSAZ at www.facebook.com/bcbsaz or on Twitter at @bcbsaz to get information on health and wellness as well as a knowledgeable perspective on health insurance reform, and to become a part of what we’re doing in your community.

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