

a healthy conversation

Celebrating Success in Well-Being

*Insurer celebrates 75th anniversary
by giving back to communities*

From Wellmark Blue Cross and Blue Shield

To commemorate 75 years in business and to thank Iowans and South Dakotans for supporting a locally-based health insurer, Wellmark Blue Cross and Blue Shield is launching a 75-day campaign later this month to give back to communities by inspiring and encouraging healthy behaviors.

Iowans and South Dakotans have a lot to be proud of when it comes to their health. Both states ranked among the top ten healthiest in the nation according to this year's Gallup-Healthways Well-Being Index (WBI). The WBI score examines life evaluation, emotional health, work environment, physical health, healthy behaviors, and access to basic necessities. South Dakota achieved an impressive second place, while Iowa earned itself the tenth spot on the list.

To celebrate its 75th anniversary, Wellmark is giving back to the communities it serves. Wellmark is giving away \$7,500 to ten projects that are able to demonstrate a long-lasting impact on making the healthy choice the easy choice and improving overall community health and wellness. Examples of projects include improving parks or trails in the community, establishing or improving recreational activities, or improving access to healthy foods.

Could your project benefit from \$7,500?

Get creative and tell Wellmark why your project deserves the funds. Starting July 16, organizations can submit applications at www.Wellmark.com/75. The deadline for applications is August 5. On

August 20, all qualified entries will be available for the public to vote for their favorite project. Public votes are one of four final factors Wellmark will use to determine winners so engage your community and educate them about your project!

This is just one example of how Wellmark is celebrating its 75th anniversary in 75 ways over 75 days. To learn more about what Wellmark is doing each day to encourage healthier and better lives for Iowans and South Dakotans, visit www.Wellmark.com/75.

*For more information on health and health insurance, call the Wellmark Blue Cross and Blue Shield **Personal Health Assistant 24/7 at 1-800-724-9122**, or visit www.wellmark.com.*

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