



UPMC Health Plan to be title sponsor of 2006 Eastern League All-Star Game

05/04/06 - Eastern League (EL) Altoona Curve

ALTOONA- The Altoona Curve, the Class AA affiliate of the Pittsburgh Pirates, are pleased to announce that UPMC Health Plan will serve as the title sponsor for the 2006 Eastern League All-Star Game, which will be held on Wednesday, July 12th at Blair County Ballpark in Altoona.

The 2006 UPMC Health Plan Eastern League All-Star Game will feature future major league stars from each of the league's 12 teams and will be surrounded by two days of ballpark and community events, highlighted by the All-Star Gala Event on Tuesday night, July 11th at Blair County Ballpark.

UPMC Health Plan, a leading health care benefits company located in Western Pennsylvania, is owned by the University of Pittsburgh Medical Center (UPMC), one of the nation's top-ranked health systems. As part of an integrated health care delivery system, UPMC Health Plan partners with UPMC to improve clinical outcomes as well as the health of the greater community.

"UPMC Health Plan is honored to support the Altoona business community and area residents as the title sponsor for the 2006 UPMC Health Plan Eastern League All-Star Game," said Michael Taylor, executive director of Marketing & Communications for UPMC Health Plan. "We are pleased to step up to the plate and be part of the team that helped bring the mid-season classic to Altoona, along with all the exciting events that go with it.

"This is a great event for the Curve organization, for the city of Altoona, and for Central Pennsylvania. The Curve has provided a lot of excitement and created a lot of attention for Altoona over the years, and this game is just the latest example."

The National Committee for Quality Assurance and U.S. News & World Report listed UPMC Health Plan as the top ranked health plan in Pennsylvania, and one of the top 20 health plans in the United States. The Health Plan is the only Pennsylvania plan to receive five stars in the categories of "Prevention" and "Treatment," and is the highest-ranked managed care company in the nation for breast cancer screening, for the second consecutive year. The UPMC Insurance Services Division - which includes UPMC Health Plan, UPMC for You (Medical Assistance), Community Care Behavioral Health,

and EAP Solutions - serves over 700,000 members through a network that includes UPMC providers as well as affiliated hospitals and physicians, totaling more than 80 hospitals and more than 7,000 physicians in a 28-county region.

"UPMC Health Plan has been a great partner of ours for the past several seasons and we are very pleased that they recognize the value in being the title sponsor for what will be the signature event in the history of the Altoona Curve and Blair County Ballpark," said Curve General Manager Todd Parnell. "The 2006 UPMC Health Plan Eastern League All-Star Game and the events surrounding the game will give the Curve, the City of Altoona and the entire Central and Western Pennsylvania region the opportunity to shine in front of players, executives and fans from across the game of baseball and we're pleased that UPMC Health Plan is going to be working along side us."

Tickets for both the UPMC Health Plan Eastern League All-Star Game and the All-Star Gala Event-featuring a concert by rock icon Eddie Money-are currently on sale by calling toll-free at (877) 99-CURVE or by visiting the Curve Ticket Office at Blair County Ballpark. Fans can also secure seats to both events by logging on to www.altoonacurve.com and clicking the "BUY TICKETS HERE" link.