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UPMC Health Plan Helps Celebrate 1-year Anniversary of America On the Move

PITTSBURGH (September 21, 2007) – UPMC Health Plan helped celebrate the one-year anniversary of America On the Move (AOM) in Pittsburgh today with a ceremonial one-mile walk Downtown that included city and county officials, TV personalities, and Health Plan officials.

Allegheny County Executive Dan Onorato, and UPMC Health Plan President Diane Holder each made brief remarks at the Allegheny County Courthouse at noon to kick off the celebration. Stephanie Watson and Alison Morris of KDKA-TV, a corporate sponsor of AOM, served as emcees for the event. Immediately following the presentation, more than 250 participants walked from the Courthouse to Market Square, where a Walk Aerobics session was led by Leslie Sansone's In-home Walking Team. .

“We’ve come a long way in the last year and covered a lot of miles,” Ms. Holder told the crowd. “A year ago we started the process to become the healthiest city in America. There’s no reason we can’t do it.”

UPMC Health Plan is the premier sponsor, along with the University of Pittsburgh, of AOM in Pittsburgh, which is part of a larger campaign to promote active living and healthy eating across the country. Walking is an important component of the program because by taking 2,000 more steps a day and cutting 100 to 200 calories out of your daily diet you can halt weight gain.

“Walking is the most democratic form of exercise you can find,” Ms. Holder told the crowd.

Onorato, who said he walks four miles each night after work, told the crowd there was no excuse not to incorporate walking into a daily routine. “You can find time in your schedule for this. It makes you feel good, too.”

The message of AOM is simple: Move more; eat less. The health benefits will be long lasting, and by setting reasonable goals and choosing a physical activity that you love, you can take steps to better health.

About UPMC Health Plan

UPMC Health Plan, the second-largest health insurer in Western Pennsylvania, is owned by the University of Pittsburgh Medical Center (UPMC), one of the nation's top-ranked health systems. The integrated partner companies of the UPMC Insurance Services Division – which includes UPMC Health Plan, Work Partners, EAP Solutions, UPMC *for You* (Medical Assistance), and Community Care Behavioral Health – offer a full range of group health insurance, Medicare, CHIP, Medical Assistance, behavioral health, employee assistance, and workers' compensation products and services to nearly 1 million members. Our local provider network includes UPMC as well as community providers, totaling more than 80 hospitals and more than 7,500 physicians in a 28-county region. For more information, visit www.upmchealthplan.com.

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