



Contact:

Gina Pferdehirt
Director, Public Relations & Community Relations
UPMC Health Plan
412-454-4953
pferdehirtgm@upmc.edu

UPMC for Life Is Pennsylvania Sponsor for National Senior Health & Fitness Day

Event scheduled for Pittsburgh Zoo & PPG Aquarium for May 28

PITTSBURGH (May 16, 2008) – UPMC *for Life*, the Medicare product of UPMC Health Plan, is the Pennsylvania state sponsor for the 15th annual National Senior Health & Fitness Day, which has as its theme, “Fitness ... A Lifetime Investment.”

National Senior Health & Fitness Day is scheduled for May 28, 2008. On that day, UPMC *for Life* will serve as host for three events in Pennsylvania. The theme of each event is “Fitness ... A Lifetime Investment.”

“UPMC Health Plan is proud to serve as the Pennsylvania state sponsor for National Senior Health & Fitness Day for a second consecutive year,” said Diane P. Holder, President and CEO, UPMC Health Plan. “Our sponsorship reinforces our commitment to helping our members to keep active and fit, regardless of age. We always want to do what we can to encourage our members to take advantage of the many health resources offered in their communities.”

In Pittsburgh, the event will be held at the Pittsburgh Zoo & PPG Aquarium from 10 a.m. to 1 p.m. Included among the fitness activities for older adults that day will be an exercise session conducted by a team of fitness experts from “Leslie Sansone’s In-Home Walking Program” at 10:30 a.m. and 11:30 a.m.

KDKA-TV personalities will serve as emcees for this event, which also features representatives from America On the Move in Pittsburgh, health screenings, and health information workshops.

UPMC *for Life* members will be admitted to the event at no charge. Members are also entitled to bring one Medicare-eligible guest. The guest must bring his or her Medicare card.

In Erie, UPMC *for Life* is sponsoring a free event at the Presque Isle Cookhouse Pavilion at 10 a.m. A variety of fitness-related activities will be offered, including an exercise demonstration by a representative of Silver&Fit™.

In Altoona, UPMC *for Life* is sponsoring an event in conjunction with Blair County Senior Services on the campus of Penn State Altoona, starting at 10 a.m. The event will feature an exercise demonstration by PEPPI (Peer Exercise Program Promotes Independence).

National Senior Health & Fitness Day is an annual event held on the last Wednesday in May. On that day, more than 150,000 older adults across the country are expected to participate in organized health and fitness events. UPMC Health Plan is one of over 1,000 organizations nationwide that are sponsoring fitness events for older adults that day.

UPMC *for Life* is available in 25 Pennsylvania counties including Allegheny, Beaver, Butler, Armstrong, Westmoreland, and Washington,

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, UPMC 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 1.2 million members. Our local provider network includes UPMC as well as community providers, totaling more than 80 hospitals and more than 7,600 physicians in a 29-county region. For more information, visit www.upmchealthplan.com.

##