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

UPMC Health Plan to Host Celebration for Second Anniversary of America On the Move
Ceremonial walk to take place prior to University of Pittsburgh Homecoming Football Game

PITTSBURGH (October 21, 2008) – UPMC Health Plan will help celebrate the two-year anniversary of America On the Move (AOM) in Pittsburgh on Saturday, Oct. 25, 2008, with a ceremonial walk on the North Shore. The short walk will take place in conjunction with the University of Pittsburgh's "Homecoming Pre-game Walk to Victory." UPMC Health Plan officials, local dignitaries, KDKA-TV personalities, the Pitt marching band, and AOM members will participate.

The walk begins at 2:30 p.m., one hour prior to kickoff for the Pitt-Rutgers game. The walk starts near the intersection of Tony Dorsett Drive and General Robinson Street and concludes near Heinz Field. Immediately following, walkers are invited to participate in special activities along Art Rooney Avenue.

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

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.

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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, *LifeSolutions* (EAP), *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 upmchealthplan.com.