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**FOR IMMEDIATE RELEASE**

**'Hometown vs. Hunger' to Help Greater Pittsburgh Community Food Bank**  
*UPMC Health Plan and the University of Pittsburgh help serve our communities for the holidays*

PITTSBURGH (November 20, 2008) – UPMC Health Plan and the University of Pittsburgh are teaming up to help Greater Pittsburgh Community Food Bank defeat a very tough opponent – hunger in Western Pennsylvania.

Everyone who brings a nonperishable food item to the “Hometown vs. Hunger” women’s basketball game on Nov. 24, 2008, can purchase a ticket for \$1. Pitt will be playing Penn State at 7 p.m. at the Petersen Events Center. Season ticket holders will receive a Panthers Team Store coupon redeemable on game day.

During halftime UPMC will present a check to the Food Bank for the money raised during UPMC’s recent “Get in Step with MyHealth” campaign, which was created by UPMC Health Plan. As part of the “Get in Step” campaign, UPMC employees used an online tracking tool to record their walking, exercise, and other physical activity for eight weeks. Each step tracked online translated automatically into a UPMC donation to the Food Bank.

At the end of the campaign, 3,213 participants walked 378 million steps. The steps walked raised \$10,000 for the Food Bank just in time for the Thanksgiving holiday.

Can’t make it to the game? Join the “Hometown vs. Hunger” virtual food drive and donate online at [www.pittsburghfoodbank.org](http://www.pittsburghfoodbank.org).

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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](http://upmchealthplan.com).