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### UPMC Health Plan and Rainbow Kitchen at "W.A.R." to Wipe Out Hunger in Pittsburgh

**PITTSBURGH (April 20, 2007)** — UPMC Health Plan and Rainbow Kitchen Community Services announced today that they will host the third annual "W.A.R. (Walk and Ride) Against Hunger" on Saturday, April 28, 2007. The event is a walk/bicycle-ride that supports Rainbow Kitchen's anti-hunger programming and services and raises awareness about the benefits of health and wellness.

"W.A.R. Against Hunger" participants can either walk or ride bicycles along the South Side Trail, beginning at the UPMC South parking lot at 3020 Sarah Street, and continuing on to Station Square. A rest station with food and refreshments will be available for all participants in Riverfront Park.

Registration begins at 9 a.m. at the UPMC South parking lot. As part of the event, UPMC Health Plan will sponsor a Health and Wellness exhibit offering free health screenings and information, beginning at 9:30 a.m. The walk/ride begins at 10 a.m. Participants may go as far as Station Square before turning around for the return to the starting point, or they may turn around at any point along the route. The event ends at 1 p.m. with the presentation of raffle prizes.

"UPMC Health Plan is proud to again sponsor 'W.A.R. Against Hunger,' a fun way for families to learn about the Rainbow Kitchen's mission of improving the quality of life for low-income families and individuals through programs that address hunger, child nutrition, and supportive services," said Diane P. Holder, president, UPMC Health Plan.

"We are pleased to have this opportunity to support families in engaging in healthy lifestyle activities that can make a big difference in overall health."

Registration is $20, or $15 with online registration. A $25 family rate is available with mail-in registration. Participants are also encouraged to raise pledge contributions in support of Rainbow Kitchen's mission. All participants will receive a free W.A.R. Against Hunger
T-shirt and a raffle ticket; additional raffle tickets are awarded based on pledge money raised. Raffle prizes include restaurant gift certificates, a digital camera, and hotel getaway packages. Children less than 12 years of age must be accompanied by an adult: registration fee for children is $10.

For more information on the race and how to obtain registration forms, call Rainbow Kitchen Community Services at 412-464-1892, or visit www.rainbowkitchen.org.

**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 7,000 physicians in a 28-county region. For more information, visit www.upmchealthplan.com.

About Rainbow Kitchen Community Services
Rainbow Kitchen, established in 1984 following the closing of area steel mills, has served as a strong and reliable source of aid for those it has identified as the most vulnerable members of society—children, the elderly and disabled, single-parent families, homeless individuals, the unemployed, and the working poor. Rainbow Kitchen Community Services is dedicated to improving the quality of life for low-income families and individuals through programs that address hunger, child nutrition, and supportive services.

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