



Talking Points

May 30, 2009 City Island

- The Highmark Walk for a Healthy Community is a fundraiser that benefits 27 local health and human service agencies in central Pennsylvania.
- The walk will be held at 9 a.m. on Saturday, May 30 at City Island in Harrisburg.
- Registration for the walk is free, and walkers can choose which of the 27 participating nonprofit organizations that they would like to support.
- Registration information is available at www.walkforahealthycommunity.org or by calling 1-866-620-WALK.
- Walks are not new fundraising concepts ... but the Highmark Walk for a Healthy Community is a unique fundraising opportunity. Highmark has pulled its resources together and – in the true spirit of teamwork and community – collaborated with 27 organizations to create a walk that will benefit thousands of people in our region.
- Highmark Blue Shield underwrites all of the expenses for the walk, which ensures that 100 percent of the donations collected will go to each walker's participating organization of choice.
- Last year's walk in Harrisburg hosted more than 1,300 walkers and raised more than \$136,000.

- The Walk for a Healthy Community is just one example of how Highmark is taking an active role in building a stronger, healthier region. Community events, such as the Walk for a Healthy Community, encourage individuals to stay active and healthy, which is why they underwrite this event.

- After the walk, Highmark provides refreshments, health screenings, raffle drawings, games and live entertainment for the participants.

- The proceeds generated from the 2008 Walk for a Healthy Community will benefit 27 local nonprofit organizations including:
 - A Mission of Mercy
 - Bethesda Mission
 - Brethren Community Ministries
 - Central Pennsylvania Coalition United to Fight Cancer (CATALYST)
 - Community Check-Up Center (CCC) of South Harrisburg, Inc.
 - Drug Free Pennsylvania
 - Experience Works, Inc.
 - Firm Foundation of PA
 - Goodwill Keystone Area
 - Habitat for Humanity of Greater Harrisburg Area
 - Harrisburg Area YMCA
 - Highmark Caring Foundation
 - Hope Within Community Health Center
 - Hospice of Central Pennsylvania
 - Interfaith Shelter for Homeless Families
 - Kidney Foundation of Central Pennsylvania
 - Make-A-Wish Foundation®
 - On Second Thought Peer Education Program—FHCCP, Inc.
 - Pennsylvania Association for the Blind
 - Pressley Ridge
 - P.R.O.B.E.
 - Ronald McDonald House Charities of Central Pennsylvania
 - Shalom House
 - South Central Pennsylvania Sickle Cell Council
 - Susquehanna Service Dogs
 - Tri-County Association for the Blind (TCAB)
 - UCP Central Pennsylvania