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Civic Results Receives Second Grant From the Anthem Blue Cross and Blue Shield Foundation For Lean 'n Green Initiative

DENVER— Following the Metro Denver Health and Wellness Commission's, a program of Civic Results, "Dreaming a Lean & Green School: A Symposium on Healthy Food, Fitness and Environments" symposium, the Anthem Blue Cross and Blue Shield Foundation awarded Civic Results an additional \$10,000 grant to support a continued effort towards identifying next steps for the Lean 'n Green school initiative in Colorado. This is the second grant from the foundation, the first, a \$50,000 grant, supported Civic Results in underwriting costs for the initial symposium.

The goal of the MDHWC "lean 'n green" initiative focusing on schools is to help retain Colorado's leadership as the healthiest state by combating a growing trend among Colorado children toward inactivity, unhealthy eating habits, and increased obesity. Over the next few months, Civic Results staff will be focusing on developing criteria for a "lean 'n green" school and recommendations for a communications, branding and marketing plan to roll out the initiative.

The September 9th 2008 symposium convened key leaders and stakeholders from across the state and the country to envision "lean" and "green" schools in Colorado. Presentations and roundtable discussions inspired brainstorming and innovative approaches to strengthen physical education, physical activity, nutrition, healthy eating, and the built environment in and around schools. Over 250 individuals participated in the day, including representatives from over 25 Colorado school districts, and parents, business and community leaders, and elected officials.

Over the next few months, Civic Results staff will engage key stakeholders throughout the state to determine strategies and key partnerships, as well as collect evidence-based data and standards for building the "Lean 'n Green" movement in Colorado. The key objective of this grant is to analyze the added value the "Lean 'n Green" movement will bring to the state of Colorado, as well as address how it can affect and leverage school- and state- level policy change in Colorado.

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About Civic Results

Civic Results is a Denver, Colorado-based not for profit organization. At Civic Results, we work with our clients to plan and implement initiatives addressing the physical, social, civic and human infrastructure challenges facing their communities. Our clients include governmental entities, community organizations, businesses and non-profit institutions nationwide. We provide specialized services including interactive keypad meetings, meeting design and facilitation, strategic planning and visioning, management of public processes, stakeholder group dialogues, collaborative partnerships and solution-oriented campaigns. Civic Results also manages a number of long-term community-based programs serving the greater Denver metropolitan region, including the Metro Mayors Caucus, the Livable Communities Support Center and the Metro Denver Health and Wellness Commission. www.civicresults.org

About the Metro Denver Health and Wellness Commission:

The MDHWC is comprised of nearly 80 key leaders from Metro Denver academic, business, government, public health, health care, non-profit and philanthropic organizations. The Commission's vision is to make Metro Denver "America's Healthiest Community," with a focus on promoting programs and policies that support a culture of healthy eating and active living in schools, worksites, and communities and promote our economic wellbeing. For more information, please visit www.mdhwc.org.

About Anthem Blue Cross and Blue Shield Foundation

Through charitable grant making, the Anthem Blue Cross and Blue Shield Foundation LLC, an independent licensee of the Blue Cross and Blue Shield Association, promotes Anthem's inherent commitment to enhance the health and well-being of individuals and families in communities that Anthem Blue Cross and Blue Shield serves. The Foundation focuses its funding on strategic initiatives that address and provide innovative solutions to reduce the number of uninsured as well as organizations and nonprofit charities that promote the Healthy Generations Program, a multi-generational initiative that targets specific disease states and medical conditions. These include: prenatal care in the first trimester, low birth weight babies, cardiac morbidity rates, long term activities that decrease obesity and increase physical activity, diabetes prevalence in adult populations, adult pneumococcal and influenza vaccinations and smoking cessation. The Foundation also coordinates the company's annual associate giving campaign and its parent foundation provides a 50 percent match of associates' campaign pledges. ® ANTHEM is a registered trademark of Anthem Insurance Companies, Inc. The Blue Cross and Blue Shield names and symbols are registered marks of the Blue Cross and Blue Shield Association. To learn more about the Foundation please visit www.wellpointfoundation.org

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