

**FOR IMMEDIATE RELEASE**



**ROCKY MOUNTAIN  
HEALTH PLANS®**

We understand Colorado. We understand you.

**ROCKY MOUNTAIN HEALTH PLANS ANNOUNCES  
OFFICIAL SPONSORSHIP OF THE COLORADO RAPIDS**

**GRAND JUNCTION, Colo. (April 14, 2014)** – Rocky Mountain Health Plans (RMHP) is pleased to announce a three-year sponsorship as the Official Health Insurance Partner and # 1 Supporter of the Colorado Rapids, winner of the 2010 MLS Cup.

In the 2014 season, RMHP will host several Colorado Rapids halftime promotions and healthy living initiatives at Dick's Sporting Goods Park in Commerce City, CO, including a healthy eating menu located at arena concessions. Fans can also purchase RMHP Healthy Meal Plan ticket packages, which contain 2 healthy eating menu options, 2 waters, and 2 tickets for special pricing of \$99.00 and \$50.00.

In April, RMHP and the Colorado Rapids Street Team will be coming to a town near you with fun and exciting, interactive activities to inspire fans to get active and live a healthy lifestyle.

"We are excited to partner with the Colorado Rapids and look forward to expanding our wellness initiatives to Rapids fans throughout Colorado with the Street Team," said Nicole Ornelas, Director of Strategic Analysis and Development. "This is a partnership that truly resonates with the RMHP goal to support fitness and health in our local communities."

For more information about our partnership and upcoming collaborative community events, visit [rmhp.org](http://rmhp.org), or connect with RMHP on social media @RMHPColorado on Facebook, @RMHP on Twitter, @rmhpColorado on Pinterest, and @rmhpcolorado on Instagram.

**About Rocky Mountain Health Plans**

Founded in 1974 in Grand Junction, Colorado, as a locally-owned, not-for-profit organization, Rocky Mountain Health Plans uniquely understands the needs of Colorado and the people who live here. We provide access to affordable, quality health care enabling our more than 220,000 Members to live longer, healthier lives. For more information, visit [rmhp.org](http://rmhp.org).

**About the Colorado Rapids**

Established on October 17, 1995, the Colorado Rapids have achieved success both on and off the field, including the team's first MLS Cup championship in 2010. A leader in the community, the Rapids participate in many initiatives and causes, raising tens of thousands of dollars annually for Kroenke Sports Charities. The extensive Colorado Rapids Youth Soccer Club also provides opportunities for children to develop as players and people in a challenging, supportive, and safe environment. Based at Dick's Sporting Goods Park in Commerce City, the Rapids are a part of Kroenke Sports and Entertainment, owned and governed by E. Stanley Kroenke. More information on the team is available at [www.ColoradoRapids.com](http://www.ColoradoRapids.com).

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