ROCKY MOUNTAIN HEALTH PLANS®
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NEWS RELEASE

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ROCKY MOUNTAIN HEALTH PLANS CEO TO BE HONORED BY AMERICAN DIABETES ASSOCIATION JUNE 6, 2012

GRAND JUNCTION, Colo. – Rocky Mountain Health Plans President and CEO Steve ErkenBrack has been selected by the Father's Day Council to be honored at the Father of the Year gala on June 6, 2012, at the Grand Hyatt Denver.

ErkenBrack and three others will be recognized as business and community leaders who balance highly successful careers with the demands of being an exemplary role model for their children. These exceptional men are leaders in their own right, spanning a diverse range of professions.

The event's proceeds will support the American Diabetes Association and its mission to prevent and cure diabetes, and to improve the lives of the nearly 26 million children and adults in the United States who have diabetes.

In addition to ErkenBrack, the 2012 Father of the Year distinguished honorees include: Walt DeHaven, CBS Denver 4; Greg Feasel, Colorado Rockies; and Jeff Jones, Vail Resorts.

A kick off reception and press conference to introduce the 2012 Father of the Year honorees is scheduled for February 29, 2012, at 6 p.m. at The Pinnacle Club, adjacent to the Grand Hyatt Denver. For more information, visit www.diabetes.org/foty and click on "Denver".

About Rocky Mountain Health Plans

Founded in Grand Junction, Colo. in 1974, as a locally-owned, not-for-profit organization, Rocky Mountain Health Plans uniquely understands Colorado's health care consumers. We provide access to affordable, quality health care enabling our more than 200,000 Members to live longer, healthier lives. RMHP believes receiving preventive care is key to maintaining good health, which is why it is included as a standard component in our benefit plans. We are the only health plan in Colorado serving every market segment including employers, individuals, Medicare, Medicaid, and Child Health Plan Plus beneficiaries. We are the first Western Slope employer to receive the Gold Well Workplace award from the Wellness Councils of America. For more information, visit rmhp.org.

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