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ROCKY MOUNTAIN HEALTH PLANS®

We understand Colorado. We understand you.

Rocky Mountain Health Plans Supports Pediatric Patients with the Healing Power of Play

Nearly one thousand patients will benefit annually from Rocky Mountain Health Plans' gift of Starlight Fun Center units Ribbon-cutting ceremony and hospital tour celebrate the innovative partnership

GRAND JUNCTION, Colo. (May 8, 2014) - In an effort to improve the life and health of children and families in the Grand Valley, Rocky Mountain Health Plans (RMHP) has partnered with CBS EcoMedia Inc. through its WellnessAd advertising program to fund two Starlight® Fun Center® mobile entertainment units at St. Mary's Hospital and Regional Medical Center. RMHP's generous support of Starlight Children's Foundation will serve nearly one thousand pediatric patients per year.

Starlight Fun Center mobile entertainment units are equipped with the latest gaming systems that roll bedside to provide therapeutic play for pediatric patients. These units provide a comforting break for children facing surgery, enduring long outpatient treatments or fighting loneliness after hospital visiting hours have ended.

In 2013, thanks to the support of corporate partners like EcoMedia and RMHP, among others, Starlight placed 311 Fun Center units in hospitals across North America. However, the need is still great and the waiting list to receive a sponsored Fun Center unit is long. The generous funding from RMHP will enable thousands of kids to have a better hospital experience for many years to come. "Starlight Fun Center units aid health care professionals in providing distractive entertainment to ease the stress many kids and families go through as the result of hospitalization," said Starlight Global CEO Jacqueline Hart-Ibrahim. "Thanks to the generous support of Rocky Mountain Health Plans and CBS EcoMedia, Starlight Children's Foundation is now able to improve the point-of-care experience for more kids and families in Western Colorado."

Hosts of yesterday's ribbon-cutting ceremony included Michael McBride, CEO, St. Mary's Hospital & Regional Medical Center; Steve ErkenBrack, President & CEO, Rocky Mountain Health Plans; and Geri Tamborelli, MS, RN, Women's and Children's Services Director.

Following the dedication, representatives from RMHP took a private tour of St. Mary's Hospital and Regional Medical Center's newly renovated Pediatric Unit to witness firsthand the impact of their WellnessAd advertising.

"We are thrilled to be part of such an impactful project that helps benefit children and their families in our community," said Leanne Hart, Senior Marketing Consultant at RMHP.

"We greatly appreciate the donation of these Fun Centers for our Pediatric Patients," said Geri Tamborelli, Director of Women and Children's Services at St. Mary's Hospital. "We have found that one of the best ways to help children deal with a painful or unpleasant situation in the hospital is distraction. Sometimes it's just plain boring in the hospital for kids who are used to running around, playing and going to school. Children love to play and watch movies."

With one in four children in the United States suffering from a chronic illness, Rocky Mountain Health Plans' funding helps Starlight Children's Foundation expand the reach of its vital programs locally and around the world.

"The Starlight Fun Center units that Rocky Mountain Health Plans funded are a key distraction therapy tool used by healthcare professionals to keep the hospital environment as child-friendly as possible," said Paul Polizzotto, President and Founder at CBS EcoMedia. "EcoMedia is grateful to Rocky Mountain Health Plans' commitment to community service and for their essential role in this public-private partnership, along with our nonprofit partner, Starlight Children's Foundation."

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 or connect with RMHP on social media @RMHPColorado on Facebook, @RMHP on Twitter, @rmhpColorado on Pinterest and @rmhpcolorado on Instagram.

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About Starlight Children's Foundation

Since 1982, Starlight Children's Foundation has been a leading global charity that partners with experts to improve the life and health of kids and families around the world. Collaborating with innovators in pediatric healthcare, entertainment and technology, Starlight provides a unique blend of family-centered programs and services from hospital to home. Starlight partners with more than 1,750 healthcare facilities in Australia, Canada, Israel, New Zealand, the United Kingdom and the United States, serving millions of children every year. To learn more, visit www.starlight.org, or follow us at facebook.com/StarlightChildrensFoundation and twitter.com/StarlightOnline.

About CBS EcoMedia Inc.

At EcoMedia, we're propelled by the desire to create positive social change; that's been our mission since we founded the company in 2002. In 2010, after successfully partnering with CBS on a wide range of environmental projects, EcoMedia became the newest addition to the CBS Corporation portfolio, exponentially scaling our reach across television, radio, interactive, publishing and outdoor media. Through our patent-pending EcoAd, WellnessAd and EducationAd programs, an innovative twist on traditional advertising, advertisers are able to support much-needed local projects which in turn creates jobs, saves taxpayer money and improves the quality of life in communities nationwide. In the process, we're fundamentally altering the advertising landscape, elevating the ordinary, traditional commercial – and media, in general – into a catalyst for tangible, quantifiable social change. Please visit ecomediacs.com, like us at facebook.com/EcoMediaCBS or follow us at [Twitter.com/EcoMediaCBS](https://twitter.com/EcoMediaCBS).

By participating in EcoMedia's EcoAd, WellnessAd and EducationAd advertising programs, EcoMedia's advertisers agree to provide funding for projects we believe will have a beneficial effect upon the environment, health and/or education within local communities. EcoMedia's advertising programs are not certification programs nor are the EcoAd, WellnessAd or EducationAd logos seals of approval. EcoMedia does not in any way certify, endorse or make any representations about EcoMedia program advertisers, their products or services.