



NEWS RELEASE

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DENVER BRONCOS COUNTRY CARAVAN TO VISIT ALAMOSA ON JUNE 25 Rocky Mountain Health Plans Joins Caravan to Promote Wellness

GRAND JUNCTION, Colo. –Rocky Mountain Health Plans is joining The Denver Broncos Country Caravan. The Caravan is going to stop in Alamosa from 1-3 p.m. on June 25, 2011 at Cole Park. This free community event is part of a partnership between Rocky Mountain and the Broncos to celebrate Broncos fans and promote wellness across Colorado in a fun and exciting way.

The Caravan will feature a Rocky Mountain Health Plans Training Camp where participants of all ages can test skills in football-style workouts, including the vertical jump, 40-yard sprint time, and more. Citizens will also have the opportunity to sign a Wellness Pledge. Upon signing, they will be entered to win a *Broncos Dream Weekend* courtesy of the Denver Broncos.

In addition to wellness activities, caravan visitors will have the opportunity to meet Broncos alumni and cheerleaders and have their picture taken with Super Bowl Trophies. Members of Rocky Mountain Health Plans can show their Member ID card and be entered to win a pair of tickets to an upcoming home game.

The Broncos Country Caravan will visit Grand Junction, Montrose, Durango, Alamosa, Walsenburg, and Pueblo throughout June.

MORE

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 190,000 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.

About the Denver Broncos

The Denver Broncos became the city’s first major league franchise with its founding in 1960 as an original AFL charter team, enjoying almost unparalleled success en route to becoming a source of pride for the region. The Broncos have sold out every regular season and playoff home game since 1970—a streak that has spanned 41 consecutive years. Pat Bowlen enters his 28th season as owner of the franchise with goal in mind—to aggressively position the Denver Broncos for another run at a Super Bowl Championship.

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