



For Immediate Release

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**Rocky Mountain Health Plans signs on as Title Sponsor  
of Girls on the Run 5K Run/Walk Benefit**

(February 1, 2006 - Denver, CO) - Rocky Mountain Health Plans has signed on as the title sponsor of the 5K Run/Walk benefiting Girls on the Run of Denver. The event, titled the Rocky Mountain Health Plans 5K Run/Walk, is set for June 3, 2006, and will take place in City Park in Denver.

Girls on the Run of Denver is a non-profit organization that helps prepare girls ages 8 - 14 for a lifetime of healthy living. The organization uses the power of running to change the way girls see themselves and their opportunities. It is an innovative health education and wellness program that uniquely combines training for a 3.1 mile run/walk event with life-changing, self-esteem enhancing lessons that encourage healthy habits and an active lifestyle. Girls learn to stretch themselves - physically, mentally, socially, and emotionally - and in the process, are inspired to a lifetime of self-respect and healthy living.

"We are proud to support Girls on the Run in their efforts to improve the quality of life in our community," said John Hopkins, president and CEO of Rocky Mountain Health Plans. "We believe that encouraging young people to lead healthy lifestyles is a key to securing a healthy future for all of us."

Rocky Mountain Health Plans is a Colorado-based, not-for-profit health plan. Founded in 1974, it offers a wide range of medical benefit options to over 205,000 members, including PPO, HMO, shared-funding, and self-funded medical plans.

"We are thrilled to have Rocky Mountain Health Plans involved with Girls on the Run," said Lisa Johnson, director, Girls on the Run of Denver. "Their support and contribution are going to help make this 5K event a huge success."

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There is a wealth of evidence that underscores the physical and psychological benefits of sports participation among adolescent girls, including, improved self-esteem, increased self-confidence, and increased fitness and bone density. In addition, it has been shown to decrease the likelihood that girls will adopt risky adolescent behaviors such as drug and alcohol use, early sexual activity and eating disorders/obesity.

The 2006 Rocky Mountain Health Plans 5K Run/Walk is the major fundraising event for Girls on the Run. This year, between 400 - 500 Girls on the Run participants, family members, coaches, teachers, individuals, seasoned runners and walkers are expected to join together in City Park to make a difference by attending this run/walk event.

"We want this to be fun for all levels of participants, from the elite runners to the walkers and young competitors," said Johnson. "This race will have something for everyone and may not look like your typical 5K event."

Rocky Mountain Health Plans contributed \$5,000 for the title sponsorship of the event. Other sponsors to date include: Mortenson, Runner's Roost, Rose Medical Center and Spectrum Window Design.

Girls on the Run of Denver is an independent council of Girls on the Run© International. Girls on the Run of Denver kicked off their first season in spring 2005. Currently, there are 10 Girls on the Run programs in the Denver area with more than 150 participants. Each season, approximately 50% of the participants are considered low-income, at-risk students and receive full scholarships to participate in the Girls on the Run program. In order to provide the scholarships, Girls on the Run relies on donations from foundations, businesses and individuals, as well as the proceeds from the Rocky Mountain Health Plans 5K.

For more information go to [www.girlsontherundenver.com](http://www.girlsontherundenver.com).

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