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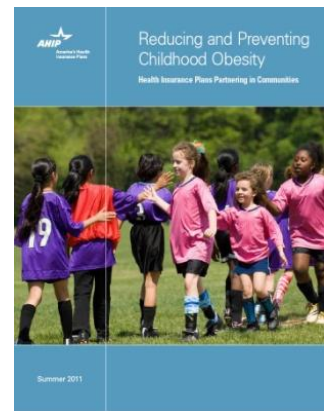
**UCare is highlighted in national report  
about childhood obesity reduction efforts**

**America's Health Insurance Plans report profiles  
UCare's support of Loppet Skis Program  
for city youth, "skiers' nutrition" school curriculum**

MINNEAPOLIS, August 10, 2011 – UCare's involvement with the Loppet Skis cross-country ski program for Twin Cities youth is featured in the new **"Reducing and Preventing Childhood Obesity"** report published in July by America's Health Insurance Plans (AHIP).

AHIP is the national trade association representing the health insurance industry. AHIP's members provide health and supplemental benefits to more than 200 million Americans through employer-sponsored coverage, the individual insurance market, and public programs such as Medicare and Medicaid.

The report describes UCare's support of the Loppet Skis community health education program, which is conducted by the City of Lakes Nordic Ski Foundation to introduce inner-city youth to cross-country skiing. The case study also notes the participation of a registered dietician to develop a "skiers' nutrition curriculum" in Minneapolis schools, and the creation of healthy "skier" recipes that students are prompted to share with their families.



The **"Reducing and Preventing Childhood Obesity"** report opens by stating that "the rapid rise in both childhood and adult obesity during the past three decades is one of the most significant health care challenges facing the United States." Its pages describe innovative strategies being enacted by AHIP member plans to improve the health of children and reduce health risks associated with obesity.

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### **About UCare**

UCare ([www.ucare.org](http://www.ucare.org)) is an independent, nonprofit health plan providing health care and administrative services to more than 230,000 members. UCare partners with health care providers, counties, and community organizations to create and deliver innovative health coverage products for:

- Individuals and families enrolled in income-based Minnesota Health Care Programs, such as MinnesotaCare and Prepaid Medical Assistance Program.
- Adults with disabilities and Medicare beneficiaries with chronic health conditions.
- Minnesotans dually eligible for Medical Assistance and Medicare.
- Medicare-eligible individuals throughout Minnesota and in western Wisconsin.

UCare addresses health care disparities and care access issues through its UCare Fund grants and a broad array of community initiatives. The health plan received Top Workplaces honors in 2010 and 2011 from the *Star Tribune*.

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