

MEDIA ADVISORY

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Contact: Cindy Duran
Borshoff
(317) 631-6400 – office
cindy.duran@borshoff.biz

Jared Fogle, The Jared Foundation and MDwise to promote healthy lifestyles at Chase 500 Kids' Day Festival

WHO: MDwise, a local, not-for-profit managed health care plan and sponsor of the event; along with Jared Fogle, the former Indiana University college student who lost hundreds of pounds after pursuing a healthier diet and lifestyle. His foundation, known as The Jared Foundation, educates children and parents about the importance of healthy nutrition and exercise.

WHAT: The MDwise booth at Chase 500 Festival Kids' Day, which is the state's largest free festival for children. MDwise's sponsorship of this event is consistent with its mission to focus on families and community. At the booth, Jared will share his story and the vision of The Jared Foundation. The Jared Foundation and MDwise share common goals of motivating the community to become involved and take action to help children manage their weight.

Children can stop by the booth to receive a balloon and a temporary tattoo, visit with Sponge Bob and Dora, and use a photo booth to take pictures of themselves and their families. Parents can also pick up free health information and giveaways. There is also an opportunity to meet Jared.

WHEN: Noon to 4 p.m., Sunday, May 18, 2008

WHERE: Monument Circle, downtown Indianapolis

For more information about MDwise, visit www.mdwise.org. For more information on Kids' Day, visit www.500festival.com/events/KidsDay.asp.

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MDwise is a not-for-profit managed care health plan that began its operations in 1994. MDwise was founded by The Health and Hospital Corporation of Marion County (Wishard Memorial Hospital) and Clarian Health Partners. MDwise has a variety of programs and capabilities to meet the special medical and social needs of the Medicaid population. Its services are currently provided to more than 283,000 Hoosier Healthwise members in partnership with over 1,400 primary medical providers and a statewide array of specialists, hospitals and other providers. MDwise and its delivery systems provide a fully integrated network of hospitals, community health centers, physicians and ancillary providers. Services are delivered through this delivery system model of managed care to provide a coordinated, comprehensive approach to managing the cost and utilization of health care services.

The Jared Foundation is a leader in the fight to help children learn life-long healthy diet and exercise habits, providing programs for children ages 6 to 14 years and support tools for parents, educators, and health care professionals to encourage and sustain lifestyle changes. Established in 2004 by SUBWAY® restaurants spokesperson Jared Fogle, the foundation educates children and parents about the importance of healthy nutrition and exercise. By sharing his weight challenges, which began when he was eight, Jared wants to encourage children and support their families, as well as motivate communities to become involved and take action to help children. For more information, visit www.jaredfoundation.org.