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Virginia Public Safety Foundation Announces Grant from Anthem Blue Cross and Blue Shield Foundation *~ \$50,000 Contribution Will Fund Healthy Heroes Program~*

RICHMOND –Virginia Public Safety Foundation (VPSF) celebrates National Firefighter Health Week Aug. 16-20 by announcing the launch of its Healthy Heroes program to combat line of duty deaths caused by heart disease. A generous \$50,000 grant from the Anthem Blue Cross and Blue Shield Foundation will help to fund Healthy Heroes initiatives in 2010 and 2011.

“VPSF, long dedicated to supporting the survivors of officers killed in the line of duty is now undertaking an important additional focus: to help prevent health-related line of duty deaths and disabilities by educating our safety workers on the importance of heart health and physical wellness,” said Janet Clements, former deputy director of the Virginia Department of Emergency Management and VPSF Vice President. “This grant from Anthem Blue Cross and Blue Shield Foundation will enable us to raise awareness and provide assistance to help improve the cardio-vascular health of our fire fighters, police and other public safety officers.”

The Healthy Heroes program will provide for public safety agencies across Virginia blood pressure training and screenings, health education workshops, dietician services, and support for smoking cessation.

“Heart health is one of the main focus areas for Anthem when it comes to supporting the community,” said C. Burke King, president, Anthem Blue Cross and Blue Shield. “We are proud to be able to provide training and services to our public servants that can help them lead stronger and healthier lives.”

About Anthem Blue Cross and Blue Shield Foundation

Through charitable grant making, the Anthem Blue Cross and Blue Shield Foundation LLC, an independent licensee of the Blue Cross and Blue Shield Association, promotes Anthem's inherent commitment to enhance the health and well-being of individuals and families in communities that Anthem Blue Cross and Blue Shield serves. The Foundation focuses its funding on strategic initiatives that address and provide innovative solutions to health care challenges, as well as promoting the Healthy Generations Program, a multi-generational initiative that targets specific disease states and medical conditions. These include: prenatal care in the first trimester, low birth weight babies, cardiac morbidity rates, long term activities that decrease obesity and increase physical activity, diabetes prevalence in adult populations, adult pneumococcal and influenza vaccinations and smoking cessation. The Foundation also coordinates the company's annual associate giving campaign and its parent foundation provides a 50 percent match of associates' campaign pledges. ©ANTHEM is a registered trademark of

Anthem Insurance Companies, Inc. The Blue Cross and Blue Shield names and symbols are registered marks of the Blue Cross and Blue Shield Association. To learn more about the Foundation please visit www.wellpointfoundation.org.

About Virginia Public Safety Foundation

The Virginia Public Safety Foundation (VPSF), a non-profit 501(c)(3) organization, was founded in 1993 and is led by a distinguished board of directors made up of all former Virginia Governors as well as leaders in business and public safety. VPSF provides supportive services to the families of public safety officers killed in the line of duty, including grants to cover immediate expenses at the time of death and educational scholarships for surviving family members. VPSF serves as the official administrator, on behalf of the Commonwealth of Virginia, of the Commonwealth Public Safety Medal of Valor program and the Commonwealth Public Safety Memorial campaign. To learn more about VPSF, visit www.vpsf.org.

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