

News Release



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IMMEDIATE RELEASE

**BLUE CROSS AND BLUE SHIELD OF FLORIDA TO SPONSOR
TOTAL WELLNESS AFTER 65 - A SENIORS' SYMPOSIUM**

WHO: Blue Cross and Blue Shield of Florida (BCBSF).

WHAT: BCBSF is sponsoring "Total Wellness After 65 - A Senior's Symposium," free of charge to South Florida senior citizens.

The health and lifestyle symposium will feature presentations on fitness, nutrition, self esteem, coping with depression, health insurance and the latest medical research in treating ailments most commonly affecting older Americans.

Speakers include New York Times "Personal Health" columnist Jane Brody; NBC-TV "Today Show" medical correspondent Dr. Holly Atkinson; Dr. Joyce Brothers; Virginia Graham, author of *Life After Harry: My Adventures in Widowhood*; and Dr. Albert Yenchick, Corporate Medical Director for Blue Cross and Blue Shield of Florida.

WHEN: Wednesday Oct. 27
8:45 a.m. to 12:30 p.m.

WHERE: The Westin Hotel, Cypress Creek
Interstate 95 at Cypress Creek Road (Exit 33)
400 Corporate Drive
Fort Lauderdale, FL
(305) 772-1331

WHY: The symposium is being held as a public service to South Florida seniors to provide them with important health and lifestyle information that promotes happiness, fitness and vitality.

NOTE: The speakers will be available for media interviews immediately following the symposium.

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