



NEWS RELEASE

FOR IMMEDIATE RELEASE

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The Blue Foundation for a Healthy Florida Names Staff and Board Members

(JACKSONVILLE, FL) -- The Blue Foundation for a Healthy Florida Inc., Blue Cross and Blue Shield of Florida's (BCBSF) new charitable foundation, recently named staff and a board of directors.

Susan B. Towler has been named executive director for The Blue Foundation for a Healthy Florida. Towler has been with BCBSF for five years in public relations and most recently was BCBSF's public relations director. Towler started her public relations career at Gulf Life Insurance Company in Jacksonville. After three years at Gulf Life, she became director of corporate communications for BancBoston Mortgage Corporation. Following a corporate downsizing at the mortgage company, Towler started SEB Communications, a public relations consulting firm. After owning the business for three years, she joined Robin Shepherd Public Relations as client services manager before coming to BCBSF.

Towler is actively involved in the public relations industry as an accredited member of the Public Relations Society of America. She also serves as past president of the board of directors for All Saints Early Learning and Community Care Center, a day care facility for pre-school children and disabled adults. She is an emeritus board member of Esprit de Corps, a young professional's group supporting Community Hospice, and volunteers for the United Way of Northeast Florida's annual campaign. Towler graduated from the University of Florida in 1985 with a bachelor's degree in Public Relations.

The seven-member foundation board of directors hold leadership positions with BCBSF. The Blue Foundation for a Healthy Florida board of directors include: Bruce N. Bagni, board president; Ed Cabrera, M.D.; Tony Jenkins; Randy M. Kammer, board secretary; Patrick McCabe, board vice president; Deanna McDonald, board treasurer; and Susan F. Wildes.

The Blue Foundation for a Healthy Florida Inc. will award up to \$1 million in grants annually to charitable organizations and programs that positively impact the health and well being of uninsured and underserved Floridians. The foundation will also support health care education, awareness and training programs; public policy research; and workforce preparation initiatives.

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BCBSF is Florida's leading health care company. BCBSF and its subsidiaries serve more than 5 million Floridians. Since 1944, the company has been dedicated to providing caring solutions that meet the diverse and ever-changing needs of all those it serves by offering an array of affordable health care choices. Headquartered in Jacksonville, Fla., The Blue Foundation for a Healthy Florida and its parent, Blue Cross and Blue Shield of Florida, are independent licensees of the Blue Cross and Blue Shield Association, an association of independent Blue Cross and Blue Shield companies. For more information concerning BCBSF, please visit its website at www.bcbsfl.com.

The Blue Foundation for a Healthy Florida is a separate, philanthropic affiliate of BCBSF incorporated in the state of Florida. The Blue Foundation's goal is to support BCBSF's corporate vision, values and promise through charitable grants for health education, research, policy initiatives and health care services. For information on how to apply for a grant from The Blue Foundation for a Healthy Florida, contact the foundation office at (800) 477-3736, extension 63215.