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Regence BlueShield of Idaho News Release

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Regence BlueShield of Idaho, Sen. Joyce Broadword partner in awarding funds to Kellogg, Mullan and Wallace students

WALLACE – Republican Sen. Joyce Broadword walked for her health during the 2007 Idaho Legislative session in Boise, and with her winnings, she's encouraging fifth graders from Kellogg, Mullan and Wallace schools to stay physically fit, as well.

Broadword (R-Cocolalla) won Regence BlueShield of Idaho's Golden Sneaker Award, an honor bestowed upon the senator and representative who improved their step count the most from the 2006 session to the 2007 session. Broadword walked 324,482 steps (162 miles) in 2007 compared to 197,955 (99 miles) in 2006.

It's all part of Regence's **Move It** competition, which pits the three legislators from each of the 35 districts against their counterparts from other districts. Winning teams, as well as the two legislators who won the Golden Sneaker Award, earned money for schools in their district. Rep. Darrell Bolz (R-Caldwell) won the Golden Sneaker Award for representatives.

Broadword donated her \$500 prize, which is provided by Regence, to fifth graders in Kellogg, Mullan and Wallace for a field trip to the Pulaski Trail. The money will go to fund the field trip, including paying for fuel for the buses, refreshments, etc. Superintendents from the three schools – Sandra Pommerening of Kellogg, Robin Stanley of Mullan and Bob Ranells of Wallace – accepted the donation from Broadword today at a presentation in Wallace.

The legislative walking challenge, in its third year, was conducted over a six-week period with Regence supplying all 105 legislators with pedometers and other program materials. **Move It** is designed to motivate lawmakers to be active every day by walking.

“Our goal with **Move It** in is to encourage physical fitness,” said John Stellmon, President of Regence BlueShield of Idaho, which also conducts **Move It** programs in elementary schools around the state. “Walking is a positive health benefit to everyone, but it’s especially important for those who need to be more active to maintain a healthy body weight.”

The money donated by Regence on behalf of Broadsword and other winners is intended for health- or fitness-related activities so the field trip to the Pulaski Trail is a natural fit.

The trailhead is about half a mile south of Wallace, and from there, the trail runs about two miles to the tunnel where in 1910 Ed Pulaski led a 45-man crew to safety after the woods exploded into a firestorm. The tunnel is now known as the Pulaski Tunnel, and elementary students from the three schools will walk from the trailhead to the tunnel on the field trip.

Pulaski may be best known for the firefighting tool he invented, a cross between an ax and a hoe that bears his name and still is used in firefighting today. But Pulaski’s heroics during the that wildfire that devastated the forests of north Idaho, eastern Washington and Montana are what Silver Valley residents remember most.

About Regence BlueShield of Idaho

Regence BlueShield of Idaho is an independent licensee of the Blue Cross and Blue Shield Association and a member of Regence, the largest affiliation of health care plans in the Pacific Northwest / Mountain State region, serving nearly 3 million people with health, life, vision, dental and long-term care insurance. Regence BlueShield of Idaho has more than 800 employees statewide with offices in Boise, Coeur d'Alene, Lewiston, Pocatello and Twin Falls. For more information and available health-related resources, members may visit www.myregence.com and check their claims, get fitness and nutrition tips, learn about medical conditions, medications and formulary information, search for doctors and research costs and care options.

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