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**For immediate release**

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**District 1 Legislators Recapture First Place in  
Regence BlueShield of Idaho Legislative 'Move It' Walking Challenge**  
*Lawmakers win \$3,000 to donate to a school or schools of their choice in District 1*

BOISE – They're back on top.

They won the challenge in 2006, the first year a team title was awarded. They placed third last year. But this year, the District 1 legislative trio of Sen. Shawn Keough and Reps. Eric Anderson and George Eskridge reclaimed the crown of the Regence BlueShield of Idaho "Move It" Legislative Walking Challenge.

Sen. Keough (R-Sandpoint), Rep. Anderson (R-Priest Lake) and Rep. Eskridge (R-Dover) recorded 1,686,575 steps during the six-week challenge, tracking their steps on Regence BlueShield of Idaho-issued pedometers. It was the third year the health insurance company issued the challenge to Idaho legislators, breaking them up into teams within their own districts. And it was the third straight year District 1 finished in the top three. In fact, during the first year of the competition -- 2005 -- it was each legislator for him or herself, and that year, Anderson placed fifth overall.

Everyone's step is slightly different, but it is estimated that it takes 2,000 steps to walk a mile so this year's 40 legislative participants, who walked 11,984,427 steps, walked roughly 5,992 miles. The District 1 champions walked roughly 843 miles.

For their win, they earned \$3,000 from Regence BlueShield of Idaho to be donated to a school (or schools) of their choice within District 1. The date of the presentation of that money will be determined following this year's legislative session.

Placing second was District 16's team of Sen. David Langhorst (D-Boise), Rep. Margaret Henbest (D-Boise) and Rep. Les Bock (D-Boise). They totaled 1,532,857 steps (766 miles), and in third place was the District 21 team of Sen. Russell Fulcher (R-Meridian), Rep. Clifford Bayer (R-Boise) and Rep. John Vander Woude (R-Nampa) with 1,385,290

steps (692 miles). The second- and third-place teams earned \$2,500 and \$1,000, respectively for a school (or schools) in their legislative district. All money is earmarked for health-related purposes.

Additionally, the top-placing individual senator and representative won \$1,000 each, and that money was donated to the 2009 Special Olympics World Winter Games. Sen. Curt McKenzie (R-Boise) with 616,840 steps was the winner in the Senate, and Rep. Rich Wills (R-Glenns Ferry) with 725,589 steps was the winner in the House. Regence presented the \$2,000 check to the 2009 Special Olympics World Winter Games representatives Tuesday, March 18.

"Once again we were pleased to partner with legislators in Idaho to raise awareness about the importance of healthy activities, such as walking," said John Stellmon, President of Regence BlueShield of Idaho. "And the fact that we can award money to the 2009 Special Olympics World Winter Games and to schools within the districts of the winning teams is an added bonus. We'd like to thank the Idaho Legislature for continuing to help us promote this healthy competition."

Regence began the Move It program in 2005 to help address questions about the rising rate of obesity in both Idaho and nationwide. Obesity trails only smoking as the leading cause of preventable deaths in the United States.

#### **About Regence BlueShield of Idaho**

Regence BlueShield of Idaho is a leading health plan in Idaho with more than 200,000 members, offering health, life and dental insurance. We are the largest health insurer in the Northwest/Intermountain Region, serving nearly three million members as Regence BlueShield of Idaho, Regence BlueCross BlueShield of Oregon, Regence BlueCross BlueShield of Utah and Regence BlueShield (in Washington). Each plan is a not-for-profit independent licensee of the Blue Cross and Blue Shield Association. Regence is committed to improving the health of our members and our communities and to transforming our health care system. For more information, please visit [www.regence.com](http://www.regence.com).

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