



FOR IMMEDIATE RELEASE

Governor's Cup 2010: New Mission, New Approach, New Partners

*Blue Cross and Blue Shield of Montana Launches Governor's Cup 2010,
A Major Annual Fundraising Event for the Caring Foundation of Montana
In Support of a New, Expanded "Healthy Montana Kids" Dental Benefit Program*

HELENA – Today, Blue Cross and Blue Shield of Montana (BCBSMT) launched *Governor's Cup 2010*, the major annual fundraising initiative of the company in support of the Caring Foundation of Montana.

"We have a new mission for the Caring Foundation," said Sherry Cladouhos, chief executive officer of BCBSMT and a board member of the Caring Foundation. "Along with officials of the Montana Department of Public Health and Human Services, we announced earlier this month that a recent \$150,000 donation from the Caring Foundation will allow the Healthy Montana Kids program to receive more than \$500,000 in matching Federal funds to provide a new, expanded dental benefit for children enrolled in the Healthy Montana Kids program."

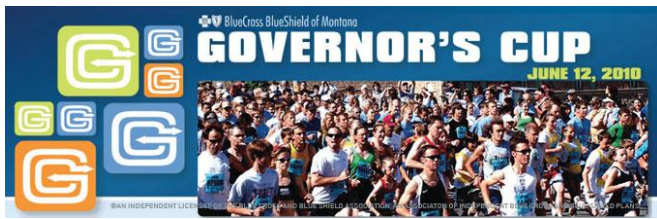
"This new mission for the Caring Foundation makes the Governor's Cup fundraising events even more important. We want all Montana children to be able to access high-quality dental care. We are calling out to all Montanans to help us raise enough money each year to ensure that the Caring Foundation is able to support this new, expanded dental benefit for Montana's children."

With several thousand participants anticipated, Governor's Cup 2010 is taking place in Helena, Montana, on the second weekend of June 2010, with a wellness fair and Expo on Friday and running events on Saturday, June 12, including a 10K and 5K and a mile fun run. On Sunday, June 13, the Governor's Cup family bike rally will be hosted by the Helena YMCA. Early online registration is strongly encouraged and is possible at the new Governor's Cup 2010 website, www.govcupmt.com.

"For nearly four decades, the Governor's Cup has played an important role in bringing Montanans together from throughout the state in support of helping our friends and neighbors in need of health care," said Cladouhos. "Our new mission to help provide high-quality dental care for Montana children in need is inspiring, as is the very significant Federal match. This event is more than a fundraiser. The Governor's Cup represents what is best about Montana, including the promotion of wellness, good nutrition, and involvement in our communities. Friends and families come together to celebrate our Montana spirit and the annual Spring renewal of our commitment to help support those in our communities in need."

INCREASING COMMUNITY INVOLVEMENT

Major new sponsors and partners of the Governor's Cup, including AAA Mountain West and Tempest Technologies, have joined with long-time sponsors of the event, including Blue Cross and Blue Shield of Montana, Wells Fargo Bank, Beartooth Communications – KTVH-TV, City of Helena, Helena Independent Record, Lewis and Clark County, and The Placer.



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“Our partners and individual volunteers are vital to the success of the Governor’s Cup in Helena,” Cladouhos said. They provide the resources, in-kind contributions, personnel, and knowledge necessary to make the Governor’s Cup as fun, safe, and inspiring as possible.”

If you are, or your company is, able to sponsor the Governor’s Cup or to contribute to the Caring Foundation of Montana, please go to www.caringfoundationmt.com.

INNOVATIVE NEW APPROACH

“We need to have as many people as possible enrolled and participating in the Governor’s Cup 2010 in Helena, so our major partners have gone the extra mile to make this happen,” Cladouhos said. “Of course, we are calling upon all participants and all Montanans to make a meaningful contribution to the Caring Foundation. In exchange, thanks to the dedication of our partners and to the members of Blue Cross and Blue Shield of Montana, hundreds of thousands of Montanans will qualify to register and participate for free in the Governor’s Cup 2010 events.”

You and your family members can register and participate for free in Governor’s Cup 2010 in Helena if you are:

- Among the more than 250,000 members of Blue Cross and Blue Shield of Montana;
- Among the more than 150,000 members of AAA Mountain West;
- An employee or a family member of an employee of Wells Fargo Bank, Beartooth Communications, the Helena Independent Record, the City of Helena, Lewis and Clark County, or Tempest Technologies.

All participants in Governor’s Cup 2010, including those who qualify to register and participate for free, will receive a 2010 Governor’s Cup running shirt and additional materials provided by partners. They will also benefit from several AAA Mountain West Roadside Assistance Kiosks throughout the Governor’s Cup 2010 route, providing water and support for event participants.

About the Caring Foundation of Montana

The Caring Foundation of Montana, a 501 (c) (3) organization, is exclusively dedicated to providing Montana children with access to health care benefits. Founded by BCBSMT in 1992, the Foundation has provided a gateway to essential health care services for thousands of uninsured Montana children. The Governor’s Cup in Helena, the Caring Classic in Helena, and other fundraising events and initiatives provide the basis for the Caring Foundation of Montana’s resources.

For more information about the Caring Foundation or to make a contribution, please visit www.caringfoundationmt.com or call 800-447-7828.



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About the Healthy Montana Kids (HMK) Plan

HMK, a program of the Department of Public Health and Human Services, provides free or low-cost health coverage for children and teenagers up to age 19. HMK's goal is to provide health coverage to the 100,000 Montana children whose families meet program guidelines. As of November 2009, HMK is providing coverage for over 72,000 children.

For more information about HMK, please visit www.hmk.mt.gov or call 1-877-KidsNow (1-877-543-7669).

About the Sponsors and Partners of the Governor's Cup in Helena

AAA Mountain West (www.aaa-mountainwest.com)
Beartooth Communications – KTVH-TV (www.beartoothnbc.com)
Blue Cross and Blue Shield of Montana (www.bcbsmt.com)
City of Helena (www.ci.helena.mt.us)
Helena Independent Record (www.helenair.com)
Lewis & Clark County (www.co.lewis-clark.mt.us)
The Placer (www.theplacer.net)
Tempest Technologies (www.tempesttech.com)
Wells Fargo Bank (www.wellsfargo.com/about/corporate/your_state/mt)

About Blue Cross and Blue Shield of Montana

Blue Cross and Blue Shield of Montana, an independent licensee of the Blue Cross and Blue Shield Association, is Montana's leading not-for-profit health services corporation. Headquartered in Helena, Montana, BCBSMT has conducted business for 70 years exclusively in Montana. BCBSMT serves more than 240,000 members across the state and another 70,000 nationwide through BlueCard. More information is available at www.bcbsmt.com.

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