



## **NEWS RELEASE**

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### **Contacts:**

Brady Kellogg  
Senior Director of Corporate Partnerships  
Denver Broncos Football Club  
Direct: 720-258-3120 Cell: 303-775-9599

Kayla Arnesen, APR  
Director, Marketing and Communications  
Rocky Mountain Health Plans  
Direct: 970-244-7967 Cell: 970-250-4060

## **THE DENVER BRONCOS AND ROCKY MOUNTAIN HEALTH PLANS BECOME PARTNERS FOR A HEALTHY COLORADO**

**GRAND JUNCTION, Colo.** – The Denver Broncos Football Club and Rocky Mountain Health Plans are partnering to become statewide wellness champions.

The two organizations will travel throughout Colorado talking to citizens, young and old, about how they can make nutritious food choices and improve their overall health and fitness. The partnership was created when the Broncos selected Rocky Mountain Health Plans as its health plan provider, effective May 1, 2011.

“Our partnership with the Denver Broncos underscores our commitment to the people of Colorado and highlights how two Colorado companies can work together to promote statewide health and wellness,” said Steve ErkenBrack, president and CEO, Rocky Mountain Health Plans.

This summer, Rocky Mountain Health Plans will join The Broncos Country Caravan as it travels throughout Colorado. Fans will have the opportunity to test their physical fitness, learn more about making healthy food choices, sign a wellness pledge, and receive prizes from the Denver Broncos and Rocky Mountain Health Plans.

“We are thrilled to be a Colorado team partnering with a hometown health plan,” Denver Broncos President Joe Ellis said. “Both the Denver Broncos and Rocky Mountain Health Plans strive to be champions of healthy lifestyles.

(more)

“Improving the lives of Coloradans through health initiatives is a priority for our organization, and this partnership enables us to effectively reach out to the community with positive health and wellness messages.”

The partnership also extends to Rocky Mountain Health Plans Members. Members will receive a variety of discounts on Broncos themed programs, events, and opportunities. The agreement between the two organizations makes Rocky Mountain Health Plans the official health plan partner of the Denver Broncos Football Club.

### **About Rocky Mountain Health Plans**

Founded in Grand Junction, Colo. in 1974, as a locally-owned, not-for-profit organization, Rocky Mountain Health Plans uniquely understands Colorado’s health care consumers. We provide access to affordable, quality health care enabling our more than 180,000 Members to live longer, healthier lives. RMHP believes receiving preventive care is key to maintaining good health, which is why it is included as a standard component in our benefit plans. We are the only health plan in Colorado serving every market segment including employers, individuals, Medicare, Medicaid, and Child Health Plan Plus beneficiaries. We are the first Western Slope employer to receive the Gold Well Workplace award from the Wellness Councils of America. For more information, visit [rmhp.org](http://rmhp.org).

### **About the Denver Broncos**

The Denver Broncos became the city’s first major league franchise with its founding in 1960 as an original AFL charter team, enjoying almost unparalleled success en route to becoming a source of pride for the region. The Broncos have sold out every regular season and playoff home game since 1970—a streak that has spanned 41 consecutive years. Pat Bowlen enters his 28th season as owner of the franchise with goal in mind—to aggressively position the Denver Broncos for another run at a Super Bowl Championship.

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