

Brief Notes

News for
Brokers and Consultants

June 15, 2016

Applies to: All markets

Horizon BCBSNJ and Red Bulls Announce Community-Focused Strategic Partnership

Horizon Blue Cross Blue Shield New Jersey is excited to announce a new, exclusive partnership with the New York Red Bulls, under which we will hold the club's exclusive designation as Official Health Insurance Partner.

The exclusive partnership launches today with 100 students from Newark and Jersey City attending the Red Bulls Training Facility for a day of soccer skill drills, nutrition stations, vision screenings, photo booths and player meet and greets. Additional community-focused activities in the future will include free community forums on such topics as breast cancer and diabetes prevention, more soccer clinics at the team's training facility at no cost for disadvantaged youths, and Horizon BCBSNJ/Red Bulls employee joint volunteer activities in support of local non-profit organizations.

In addition to working closely with the Red Bulls on community-focused projects in and around the Newark area, Horizon BCBSNJ will have a notable presence at the arena during Red Bull home games. This will include:

- The Horizon Healthy Zone on the stadium concourse, offering health screenings and information about Horizon BCBSNJ products and services.
- The Horizon Healthy Goal concession stand, providing healthy food options at the arena such as salads, grilled chicken and sandwiches. Healthy Goal is modeled after Horizon BCBSNJ's innovative Healthy Plate concession stands at minor league baseball stadiums throughout New Jersey.
- The Upper 90 Challenge, presented by Horizon BCBSNJ, taking place on the arena's BULLevard and giving fans the chance to kick soccer balls into a goal to win prizes.
- Horizon BCBSNJ will be the exclusive game sponsor on October 16 (vs. the Columbus Crew) and will use the opportunity to raise awareness for breast cancer and provide educational information.

In addition, Horizon BCBSNJ members will be eligible for ticket discounts throughout the season, and have the opportunity to attend Red Bulls festival events as well as two Youth Soccer Festivals throughout the season.

(Continues)



Horizon Blue Cross Blue Shield of New Jersey

Products and policies may be provided by Horizon Insurance Company or Horizon Healthcare Dental, Inc. and services and products may be provided by Horizon Blue Cross Blue Shield of New Jersey or Horizon Healthcare of New Jersey, Inc., each an independent licensee of the Blue Cross and Blue Shield Association. Communications are issued by Horizon Blue Cross Blue Shield of New Jersey in its capacity as administrator of programs and provider relations for all its companies. The Blue Cross® and Blue Shield® names and symbols are registered marks of the Blue Cross and Blue Shield Association. The Horizon® name and symbols are registered marks of Horizon Blue Cross Blue Shield of New Jersey.

© 2016 Horizon Blue Cross Blue Shield of New Jersey, Three Penn Plaza East, Newark, New Jersey 07105-2200.

2426 (0616)

Over the past several years, Horizon BCBSNJ and the Red Bulls have collaborated on multiple community-oriented events. As recent examples, Red Bull Arena hosted the Horizon BCBSNJ-sponsored Statewide Hispanic Chamber of Commerce of New Jersey Expo in April 2016, and in October 2015 the Covenant House Sleep-Out, sponsored by Horizon BCBSNJ and held at the arena, generated nearly \$90,000 to address area homeless issues.

“The New York Red Bulls is a community-minded organization that shares Horizon’s commitment to improving the health and wellness of New Jersey residents of all ages,” said Christopher M. Lepre, Senior Vice President, Market Business Units for Horizon BCBSNJ. “By working together, we can help educate and motivate more people to get active, make smart choices and lead healthier lives. Soccer is the fastest growing sport in America and millions of New Jerseyans watch or play, so aligning with the Red Bulls is the perfect way for us to connect better with the fans, young and old, who are so passionate about this great sport.”

“We are honored to partner with Horizon Blue Cross Blue Shield New Jersey, a like-minded organization who puts community service in the forefront,” said Marc de Grandpre, General Manager, New York Red Bulls. “Based in Newark, Horizon is a geographic neighbor to Red Bull Arena. Both partners plan on using our collective reach and assets to enable our neighbors throughout the entire Garden State to live healthy and productive lifestyles.”

If you have questions, please contact your Horizon BCBSNJ sales executive or account manager.