

**For further information, contact:  
Athia Hardt, 602-659-2068**

**NEWS  
1/13/09**

## **Delaware Physicians Care, Incorporated Partners With Boys & Girls Clubs at Celebration Of Dr. Martin Luther King's Life and Work**

Delaware Physicians Care, Incorporated (DPCI), a gold sponsor for the 2009 Dr. Martin Luther King Celebration in Delaware, will partner with the Boys & Girls Clubs of Delaware at the event.

DPCI and the Boys & Girls Clubs will offer attendees a variety of health education information and activities in shared booth space in the front lobby of the Chase Center at the Wilmington Riverfront.

This event will kickoff DPCI's "WE Can Make Healthier Choices" obesity prevention campaign. The campaign is designed to build a healthier Delaware by helping members change behaviors that may contribute to overweight and obesity.

Among the health education and activities that will be offered at the booth tables are:

- The chance to use two Wii game stations, parachute games and a "Fitness Wheel," where contestants can test their knowledge of African American historical and current facts and participate in exercise challenges to win prizes.
- A dance team from the Boys & Girls Clubs will present a demonstration and instruction.
- DPCI's Teen Dream™ program will offer information on healthy lifestyles to teenagers.
- Rapper Michael Thompson (also known as "Tizzer") will perform in the area.
- Nemours Health & Prevention Services will host a table and present a demonstration and health instruction.
- Posters featuring images of "Killer Diet" and "Killer Sofa" that illustrate the obesity prevention message will be available.
- A representative of the Philadelphia Flyers will be present.
- A basketball signed by former NBA star Magic Johnson and contributed by the Magic Johnson Alliance will be offered in a silent auction, with proceeds donated to the Boys & Girls Clubs of Delaware.
- Raffles will be held for the two Nintendo Wii game consoles, two fitness bags, a child's bicycle, and game tickets for KIXX Soccer.

The theme for the event is “One Dream, One World, One Community.” Platinum sponsors are DuPont and the City of Wilmington.

DPCI, which provides health care services for the majority of Delaware’s Medicaid members, recently was named one of the top Medicaid health plans in the nation by the National Committee for Quality Assurance (NCQA) and “U.S. News & World Report” magazine. The plan is owned by Schaller Anderson, Incorporated, an Aetna company that administers physical and behavioral health care for Medicaid plans in eleven states.

Schaller Anderson is a division of Aetna, a 150-year old company that is a leader in cooperating with physicians and hospitals, employers, patients, public officials and others to build a stronger, more effective health care system.

The Boys & Girls Clubs of Delaware is part of a nationwide movement whose mission is to inspire and enable all young people to realize their full potential as productive, responsible and caring citizens. The Boys & Girls Clubs of Delaware provides vital youth development services for more than 32,000 children, ages six through 20. The 42 club sites are conveniently located in areas where such programs are limited or nonexistent.

###