

FOR IMMEDIATE RELEASE
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**PEOPLES HEALTH CHAMPION BRUCE HIRSTIUS
HONORED AT SAINTS GAME**

Metairie, La. - The Peoples Health Champions program honored Bruce Hirstius, its first champion of 2009, on Friday, August 14 during the New Orleans Saints game against the Cincinnati Bengals. A Peoples Health Champion is someone who has done something extraordinary after the age of 65 and who proves that excellence is achieved through experience.

On November 8, 2003, at the age of 75, musician Bruce Hirstius launched a new line of business for his Storyville Jazz Band. Bruce's second line parade from St. Louis Cathedral to a reception hall down Royal Street was intended as a unique wedding gift for his niece. But the exuberant, distinctively New Orleans wedding procession was an instant hit, and through word of mouth a Storyville Jazz Band second line soon became the new wedding day "must have." One booking request came from as far away as New Jersey.

Bruce Hirstius exemplifies the concept that success comes from doing what you truly love. And when you see Bruce perform with his band at a music festival... a Saints game... a parade... or just about anywhere – it's obvious that Bruce loves music. More specifically, Bruce loves playing music while dancing and sharing the joyous spirit of New Orleans with others.

Bruce took a big risk by introducing what is typically a funeral tradition to what is, for many, one of their most joyous days. With experience, however, comes learning to trust your gut, and it

turned out that Bruce's instincts were right on. From his very first second line at a funeral at the tender age of 13, Bruce could not have known that 62 years later he would bring the celebratory procession to an entirely new audience. Since that first wedding in 2003, Bruce has led a growing procession of second line parades sharing New Orleans-style music, dance and joy with countless celebrants.

Thankfully, Bruce keeps thinking of new ways to share his music with the world. "My wife keeps asking me when I'm going to give all of this up," says Bruce. "I say, when I get old."

Bruce Hirstius... Peoples Health Champion.

About Peoples Health Champions

In collaboration with the New Orleans Saints, the Peoples Health Champions Program honors individuals who shatter the misconception that ability diminishes after the age of 65 and, who instead, prove that excellence is achieved through experience. Nominees must be at least 65 years of age and reside in southeast Louisiana or the Mississippi Gulf Coast. More information about the program, including details on how to nominate someone as a Peoples Health Champion, can be found on the Peoples Health Web site at www.peopleshealth.com.

Nominations can be submitted online, or call (877) 712-7320 for a nomination form.

About Peoples Health

Established in 1994, Peoples Health administers Medicare benefits for 42,000 southeast Louisiana residents enrolled in the Choices 65, Choices Plus, Secure Health, HealthCare Select, and Peoples Health Group Medicare health plans. More than 450 employees work at Peoples

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Health corporate offices in Metairie, Louisiana and a regional office in Baton Rouge. Peoples Health is accredited by URAC, a Washington, DC-based healthcare accrediting organization. More information about Peoples Health can be obtained by visiting www.peopleshealth.com

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