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For more information, contact:
Suzanne Whitaker (504) 681-8978

PEOPLES HEALTH CHAMPION CLYDE KERR
HONORED AT SAINTS GAME

Metairie, La. - The Peoples Health Champions program honored Clyde Kerr, Jr., its tenth champion of 2009, on Sunday, December 27 during the New Orleans Saints game against the Tampa Bay Buccaneers. 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 29, 2009, at age 66, Kerr released "This is Now!" his first CD collection of original jazz compositions. After decades of performances on recordings from many of the most renowned musicians of our time, he was awarded a grant from the Jazz Foundation of America to record and share his unique, glorious sound with the rest of the world.

Making music has been part of Kerr's life since he first picked up a trumpet at the age of three. Decades of stage and studio performances (with countless legends including Michael Jackson, Paul McCartney and James Brown) were accompanied by an illustrious career in music education at Skidmore College and locally, teaching budding musicians such as Irvin Mayfield and Trombone Shorty at NOCCA. He never felt the urge to promote his own, personal musical statement to the public. Personal satisfaction came from helping others find their unique, musical voice and nurturing their own creative expression.

Inspired by the reconstruction of New Orleans after Hurricane Katrina and the recollection of his friend Alvin Batiste's incessant urging, Kerr came to recognize the importance of sharing his music with the world. Supported by a lifetime of creative experience, he realized he had something important to say. And it was something that could only be expressed through his



music. “This is Now!” reflects a lifetime of experience - from his roots in Treme, to the people he has known and loved, to his exuberant encouragement for all of us to celebrate every moment of our lives.

Clyde Kerr, Jr.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 (HMO), Choices Plus (HMO-POS), Secure Health (HMO), HealthCare Select (PPO), and Peoples Health Group Medicare (HMO-POS) health plans. More than 450 employees work at Peoples Health corporate offices in Metairie, Louisiana and a regional office in Baton Rouge. Peoples Health is accredited by URAC, a Washington, D.C. - based healthcare accrediting organization. More information about Peoples Health can be obtained by visiting www.peopleshealth.com.

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