

FOR IMMEDIATE RELEASE
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PEOPLES HEALTH CHAMPION JOYCE LA NASA
HONORED AT SAINTS GAME

Metairie, La. - The Peoples Health Champions program honored Joyce La Nasa, its third champion of 2009, on Sunday, September 13th during the New Orleans Saints game against the Detroit Lions. 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.

In the spring of 2005, at the age of 75, La Nasa became a percussionist. The fact that she had never played a percussion instrument before was never a concern. At a party, she was captivated by a little girl shaking yellow maracas and La Nasa asked if she might try them out. So she picked 'em up, started shaking to the beat of the music... and she hasn't stopped yet.

Now 78, she performs regularly with well-known New Orleans favorite, the Bucktown Allstars. If you've attended a local music festival lately, you've probably seen her in the audience dancing up a storm and drawing a crowd. La Nasa is now a fixture on the local music scene, toting her maracas and tambourine to numerous local festivals and events. Her energy and enthusiasm are so contagious that she's frequently asked to join the musicians on stage. In fact, in the past few years she has played with more than 12 local bands.

Some people view "retirement" as a time to wind down and relax. But many others, like La Nasa, embrace the opportunity to follow their muse and live life to the fullest. Life experience is a wonderful teacher for those with open hearts and minds.

La Nasa was quoted as saying "I'm 78 and I intend to keep on rockin'!"



Joyce La Nasa... 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 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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