

FOR IMMEDIATE RELEASE
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**PEOPLES HEALTH CHAMPION DICK FINDLAY
HONORED AT SAINTS GAME**

Metairie, La. - The Peoples Health Champions program honored Dick Findlay, its fourth champion of 2009, on Sunday, October 4th during the New Orleans Saints game against the New York Jets. 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 August 18, 2009 at the age of 87, runner Findlay took 1st place for his group at the Baton Rouge Corporate Cup. In recognition of his inspirational, continually growing record of achievement, he was presented with the race's first ever "Oldie but Goodie" award. And true to character, his first response was "Wow... I didn't realize I was that old!"

Findlay's dedication to running grew from a lifelong commitment to good health, both mental and physical. Physically active throughout his life, he picked up running at the age of 59 and ran his first marathon at age 72. Highly motivated and naturally competitive, he soon entered (and won) his first race. He has run more than 300 races in the past 25 years, invariably taking top honors for his age group.

Findlay insists that you truly do not have to slow down with age. At 87, he regularly competes in races. Even after quadruple bypass surgery, he was back running only a month later.

"Surgeries and illness don't have to stop you from being active," says Findlay. "We all have to overcome adversity throughout our lives. This is no different."

In addition to running almost every day, Findlay volunteers more than 30 hours each week at his local hospital and food bank. At age 87, he has clearly mastered the lessons of life.

Dick Findlay... 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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