

FOR IMMEDIATE RELEASE
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**PEOPLES HEALTH CONTINUES ITS TRADITION
OF “SENIOR DAY AT JAZZ FEST” THIS THURSDAY**

Metairie, La. - Peoples Health is marking its fourth consecutive year of bringing the beat of jazz to area seniors, or more appropriately, bringing seniors to the Jazz Fest beat. It will be an upbeat day this Thursday, April 30, when Peoples Health brings members of the New Orleans and Jefferson Councils on Aging to the New Orleans Jazz & Heritage Festival for the Peoples Health “senior day” at Jazz Fest to kick off the second weekend of the festival.

As part of their sponsorship of the Jazz & Heritage Festival and Foundation, Peoples Health is providing 100 local seniors with complimentary admission and transportation to and from the festival. Special seating has been reserved for “senior day” attendees inside both the Peoples Health Economy Hall Tent and the Gospel Tent.

Peoples Health is proud to support the New Orleans Jazz & Heritage Festival as the presenting sponsor of the Economy Hall Tent, which features traditional jazz from around the world, including a performance by 2006 Peoples Health Champion Lionel Ferbos.

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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