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**FOR IMMEDIATE RELEASE**

## **\$50K Gift from Anthem Blue Cross and Blue Shield Foundation Funds Healthy Choices Initiatives**

*Connecticut Science Center launches new LIVE Science Programs for the Holidays*

**Hartford, CT**– November 20, 2013 – The Connecticut Science Center and the Anthem Blue Cross and Blue Shield Foundation have announced a new series of health-focused, Live Science programs that will take place in the Science Center’s exhibit galleries as part of the upcoming “Season of Science” programming. These three hands-on demonstrations will give visitors the opportunity to explore the science behind healthy food choices.

- “Healthy Choices” uses visual tools to show families the nutritional and caloric content of classic meals, helping them to understand the science behind a healthy diet.
- “What’s in Your Food?” guides visitors through experiments to test common foods for vitamins, starch, sugar and more.
- Explore the link between smell and taste in “Senses,” including the genetic basis for some taste preferences.

Programs take place from 10:30AM to 4PM on weekends beginning Black Friday, with programs running daily during school vacation, December 26 through January 1. Live Science programs are brief interactive sessions offered by Science Center staff that engage visitors of all ages in conducting their own experiments and asking questions about the results.

“Anthem Blue Cross and Blue Shield is proud to support the Connecticut Science Center. The overall aim of the Connecticut Science Center’s Live Science program is in perfect alignment with Anthem’s goal to help all generations improve their health and avoid lifelong health challenges, such as heart disease, diabetes and stroke,” said David R. Fusco, president Anthem Blue Cross and Blue Shield. “The Live Science programs are fun and interactive and are designed to educate and engage children and families about the importance of making healthy choices - all while having a good time. Teaching children today about the importance of making healthy food choices and the importance of living an active lifestyle makes Connecticut a healthier state tomorrow.”

“Live Science is an essential part of the Science Center experience, and we are pleased to partner with the Anthem Blue Cross and Blue Shield Foundation to provide these engaging programs help our visitors understand their diet choices,” said Matt Fleury, Connecticut Science Center President and CEO.

Visitors also can enjoy the “Esther the Digester” exhibit, Sponsored by Anthem, in the fifth floor Picture of Health gallery. In this fun interactive experience, visitors learn about balanced diets and the importance of exercise in maintaining a healthy body weight.

“As more than half of Connecticut’s adults are either obese or overweight, health-focused programs are especially timely,” Fleury added. “By helping people to understand the basic science behind nutrition, we hope that we can contribute to a healthier Connecticut.”

The Healthy Choices Live Science Programs are included free with the purchase of General Admission or a Connecticut Science Center Membership.

WHAT: Healthy Choice Live Science Programming, presented by Anthem Blue Cross Blue Shield Foundation

WHEN: November 29, 2013 – January 5, 2014

WHERE: Connecticut Science Center, 250 Columbus Blvd., Hartford, CT 06103

TICKETS: Standard General Admission includes all-day access to the Connecticut Science Center and four floors filled with 165+ hands-on exhibits, Including BODIES REVEALED, presented by CJRI, now showing in the Saint Francis Care Traveling Exhibit Gallery \$19 Adults, \$14 Youth (Ages 4 – 17), \$16.50 Seniors (65+), Ages 3 and under are FREE. Discounts for groups of 15 or more are available.

A great way to participate in Live Science Programs and to see all of the Science Center’s upcoming traveling exhibits is to become a Connecticut Science Center Member. Members enjoy unlimited visits for a full year plus great perks like members-only previews, \$5 flat-rate parking in the Science Center garage, and discounts at the gift shop, as well as discounted birthday party packages and camp tuition. The fully tax-deductible membership is available online, by phone or in person at the ticket counter. To purchase Membership and learn more, visit [www.CTScienceCenter.org](http://www.CTScienceCenter.org).

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**About the Connecticut Science Center** The LEED-Gold certified Connecticut Science Center, located in downtown Hartford, sparks creative imagination and an appreciation for science by immersing visitors in fun and educational hands-on, minds-on interactive experiences while maintaining an environmentally conscious presence. Serving 1.4 million people since opening in 2009, the Science Center features more than 165 exhibits in ten galleries and a range of topics, including space and earth sciences, physical sciences, biology, the Connecticut River watershed, alternative energy sources, Connecticut inventors and innovations, a children’s gallery, and much more. Other features include four educational labs, a 200-seat 3D digital theater, function room, gift store and café, and ongoing events for all ages. The Science Center is a non-profit organization dedicated to enhancing science education throughout the state of Connecticut and New England, providing learning opportunities for students and adults of all ages, and engaging the community in scientific exploration. The Connecticut Science Center is also the home to the **Joyce D. and Andrew J. Mandell Academy for Teachers**, offering powerful Professional Development for educators. More information: [www.CTScienceCenter.org](http://www.CTScienceCenter.org) or 860.SCIENCE.

**About Anthem Blue Cross and Blue Shield Foundation** Through charitable grant making, the Anthem Blue Cross and Blue Shield Foundation LLC, an independent licensee of the Blue Cross and Blue Shield Association, promotes Anthem’s inherent commitment to enhance the health and well-being of individuals and families in communities that Anthem Blue Cross and Blue Shield serves. The Foundation focuses its funding on strategic initiatives that address and provide innovative solutions to health care challenges, as well as promoting the Healthy Generations Program, a

multi-generational initiative that targets specific disease states and medical conditions. These include: prenatal care in the first trimester, low birth weight babies, cardiac morbidity rates, long term activities that decrease obesity and increase physical activity, diabetes prevalence in adult populations, adult pneumococcal and influenza vaccinations and smoking cessation. The Foundation also coordinates the company's annual associate giving campaign and its parent foundation provides a 50 percent match of associates' campaign pledges. ®ANTHEM is a registered trademark of Anthem Insurance Companies, Inc. The Blue Cross and Blue Shield names and symbols are registered marks of the Blue Cross and Blue Shield Association.