



BCBSFL Approved PRESS RELEASE

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Contact: Helen Werking, Executive Director
904-596-2789

Blue Cross and Blue Shield of Florida Creates Memories of Love

Jacksonville, Fla -- The Memories of Love Foundation today announced that Blue Cross and Blue Shield of Florida (BCBSF) has confirmed its financial support of the organization. BCBSF's contributions will support the Jacksonville-based non-profit's ongoing efforts to provide lasting, loving memories for parents facing life-threatening illnesses and their families.

"We sincerely thank Blue Cross and Blue Shield of Florida for their extraordinary support of Memories of Love and families with courageous parents who face extreme medical conditions," said Henri Landwirth, co-founder of the Memories of Love. "Caring, compassion, dedication and service to our communities are core values for both Blue Cross and Blue Shield of Florida and Memories of Love," said Mel Gottlieb, who co-founded Memories of Love in memoriam to his son, Martin.

Memories of Love was created to give patients and their families a cost-free vacation to Orlando, offering a much needed respite from medical treatments, financial worries and emotional stress. The program provides a five-night, six-day vacation, including theme park tickets to Walt Disney World, Universal Studios and SeaWorld, restaurant gift certificates, hotel accommodations and a cash stipend for incidental expenses.

"It is hard to imagine the stress and fear families experience in these situations. We are proud to sponsor an organization that provides a once in a lifetime experience for parents who are critically ill," said Susan B. Towler, vice president, community affairs, BCBSF. "This grant will have a direct impact on many special families. It mirrors our dedication to partner with physicians and providers as we care for these exceptionally burdened patients," said Everett M. Devaney, vice president, delivery systems, BCBSF.

Blue Cross and Blue Shield of Florida is a leader in Florida's health industry. BCBSF and its subsidiaries serve more than 8.6 million people. Since 1944, the company has been dedicated to meeting the diverse needs of all those it serves by offering an array of choices. BCBSF is a not-for-profit, policyholder-owned, tax-paying mutual company. Headquartered in Jacksonville, Fla, BCBSF is an independent licensee of the Blue Cross and Blue Shield Association, an association of independent Blue Cross and Blue Shield companies. For more information concerning BCBSF, visit its website at www.bcbsfl.com.

Memories of Love was co-founded by Mel Gottlieb, noted business and community leader in Jacksonville and Henri Landwirth, philanthropist. Mr. Landwirth also created DignityUWear, dedicated to providing brand new clothing to children and families in need, and Give Kids The World Village in Orlando, serving children with life-threatening diseases, and which was recently named among the top 20 highest-rated non-profits overall nationwide. For more information on Memories of Love, contact hwerking@memoriesoflove.org or call (800) 625-1566 for more information.