

## Wellmark

<b>Overview</b>	Wellmark partners with sports teams, key nonprofits, and civic groups in Iowa and South Dakota to work hand in hand, enriching health through an array of unique projects and programs
<b>Primary Goal/Mission</b>	<ul style="list-style-type: none"> <li>• Creating a healthier tomorrow for Iowans and South Dakotans</li> </ul>
<b>Programs/Campaigns</b>	<ul style="list-style-type: none"> <li>• Wellmark 3-Point Play             <ul style="list-style-type: none"> <li>○ When a university sports team scores “3s,” Wellmark makes contributions to support community health projects in the university’s hometown. 3-Point Play—encouraging fans to eat right, move more, and feel better!</li> </ul> </li> <li>• Wellmark is the primary sponsor of The Blue Zones Project (see Appendix B)</li> </ul>
<b>Impact</b>	Since 2010, the Wellmark 3-Point Play has raised more than \$278,000 to support health projects in communities across Iowa and South Dakota.
<b>Reports/Case Studies</b>	N/A
<b>Social Media Sites</b>	N/A
<b>Website and Contact Information</b>	<a href="http://www.wellmark3pointplay.com/">http://www.wellmark3pointplay.com/</a>