



**KOMEN PHILADELPHIA AFFILIATE VIDEO  
GOES LIVE ONLINE TO HELP SAVE LIVES —  
FEATURING A 10¢-PER-CLICK FUNDRAISER TO "KICK" BREAST CANCER**

- *International Pop/R&B sensation, Jay Sean, lends his music and heart to local team of NFL Alumni Cheerleaders and activists for the cause.*
- *UnitedHealthcare of Pennsylvania to donate up to \$100,000 to help empower a world without breast cancer*



*UnitedHealthcare of Pennsylvania proudly supports the Komen Philadelphia Affiliate – our collective commitment... compassion... and conviction can make a world without breast cancer a reality.*

**PHILADELPHIA, PA (October 5, 2010)** — On October 5, The Philadelphia Affiliate of Susan G. Komen for the Cure®, teaming up with NFL Alumni Philadelphia Chapter Cheerleaders and UnitedHealthcare of Pennsylvania, launched the organization's first-ever YouTube video, created to generate breast cancer awareness on a worldwide stage, as well as raise significant funds to empower the local and global breast cancer movements. The video is set to "Do You Remember" by Pop and R&B sensation, Jay Sean, and features over 130 former NFL cheerleaders, including breast cancer survivors.

Philadelphia-based UnitedHealthcare of Pennsylvania is the exclusive sponsor of the music video and will donate 10 cents to the Komen Philadelphia Affiliate each time the performance is viewed online, up to a total of \$100,000. The goal is to drive at least 1 million views of the video before the end of this year. Everyone is encouraged to participate by viewing "Team Ra-Ras Kicks Breast Cancer" at [www.KomenPhiladelphia.org/Video](http://www.KomenPhiladelphia.org/Video).

"It is extremely humbling to think that we, from our small office at 9th and Sansom, have achieved something that will literally embrace people around the world in the hope of beating breast cancer... and empower them with a concrete way to contribute to Komen's mission to end this disease forever," said Elaine I. Grobman, Executive Director of the Komen Philadelphia Affiliate. "This incredible journey has been the epitome of teamwork and conviction... made possible thanks to the ingenuity of the NFL Alumni Cheerleaders, the generosity of UnitedHealthcare, the energy of Jay Sean, and the *passion* of everyone."

The "Team Ra-Ras Kicks Breast Cancer" project was the brainchild of Maggie Trush-Hammond, Membership Chair of the NFL Alumni Philadelphia Chapter Cheerleaders, who cheered with the Philadelphia Eagles from 1993-1999. Trush-Hammond's relationship with The Komen Philadelphia Affiliate started last spring, when she captained "Team Ra-Ras" for the 2010 Susan G. Komen Philadelphia Race for the Cure® in celebration of several of their members who are breast cancer survivors.

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All summer the alumni participating in the video practiced their dance from their homes across the country. On September 11, the entire group —136 cheerleaders in all, ranging in age from 25-64 years, and including eight breast cancer survivors — united at the Central High School football field in Philadelphia for the grand performance and video filming. The performance was composed of five segments, each created by a former cheerleader choreographer and reflecting the dance style from one decade, starting with the 1960s through 2010.

"Team Ra-Ras was born out of the NFL Alumni Philadelphia Chapter Cheerleaders commitment to finding a cure for breast cancer—and our recognition that by partnering with the Komen Philadelphia Affiliate, we were carrying out our vision as one with the global leader in the fight," said Trush-Hammond. " On September 11th, we danced together for the first time as alumni, and it was awe-inspiring.... as we rallied behind our own alumni who have taken the breast cancer journey, as well as *all* women who have been touched by this disease. We are grateful to be able to share our craft to help perpetuate the Komen promise, and hope to inspire multiple generations of women to come together to 'kick' this disease!"

Dozens of organizations have come together to make the vision of "Team Ra-Ras Kicks Breast Cancer" a reality, led by UnitedHealthcare of Pennsylvania.

"UnitedHealthcare is honored to take part in this one-of-a-kind opportunity and support the life-saving work of the Komen Philadelphia Affiliate," said Sue Schick, CEO, UnitedHealthcare of Pennsylvania. "This program embodies our mission to help people live healthier lives, and shows how everyone can make a difference in the quest to end breast cancer. Our goal is to show that when everyone comes together for the common good, anything is possible—including a future without breast cancer."

In addition, Jay Sean and his management team, released the rights for the use of "Do You Remember" for the video. In addition, before a show in Atlantic City, Sean took time to meet with members of the Komen Philadelphia Affiliate and alumni, and recorded a special message for the video.

The Komen Philadelphia Affiliate, NFL Alumni Philadelphia Chapter Cheerleaders, UnitedHealthcare of Pennsylvania and Team Jay Sean are in the midst of an aggressive social media campaign to drive views of the video over 1,000,000 before January 1, 2011. Everyone is encouraged to participate in the viral video phenomenon by viewing "Team Ra-Ras Kicks Breast Cancer" on YouTube, accessible via [www.KomenPhiladelphia.org/Video](http://www.KomenPhiladelphia.org/Video).

**About Susan G. Komen for the Cure**

Nancy G. Brinker promised her dying sister, Susan G. Komen, she would do everything in her power to end breast cancer forever. In 1982, that promise became Susan G. Komen for the Cure, which is now the world's largest breast cancer organization and the largest source of nonprofit funds dedicated to the fight against breast cancer with nearly \$1.5 billion invested to date.

Up to 75% of net proceeds generated by the Komen Philadelphia Affiliate stays in its thirteen-county service area. The remaining goes to the national Komen for the Cure Grants Program. For the 2010-2011 season, the Affiliate invested \$2.1 million in the form of grants to local organizations for their breast health and breast cancer awareness projects.

More information is available at [www.KomenPhiladelphia.org](http://www.KomenPhiladelphia.org).

**About UnitedHealthcare**

UnitedHealthcare ([www.unitedhealthcare.com](http://www.unitedhealthcare.com)) provides a full spectrum of consumer-oriented health benefits plans and services to individuals, public sector employers and businesses of all sizes, including more than half of the Fortune 100 companies. The company organizes access to quality, affordable health care services on behalf of approximately 25 million individual consumers, contracting directly with more than 600,000 physicians and care professionals and 5,000 hospitals to offer them broad, convenient access to services nationwide. UnitedHealthcare is one of the businesses of UnitedHealth Group (NYSE: UNH), a diversified Fortune 50 health and well-being company.

**About the NFL Alumni Philadelphia Chapter Cheerleaders**

The NFL Alumni Philadelphia Chapter Cheerleaders, comprised of five decades of former Philadelphia Eagles Cheerleaders, was founded to continue the charitable community outreach efforts established as professional NFL cheerleaders. The existing Philadelphia Chapter of the NFL Alumni expanded their membership in 2009 to include these women who once graced the sidelines of Franklin Field, Veterans Stadium and Lincoln Financial Field. Established after a reunion in 2009, the NFL Alumni Philadelphia Chapter Cheerleaders have dedicated themselves to charitable works and community service, with supported causes including St. Vincent's Home for Girls in Philadelphia, Make-A-Wish Foundation, multiple children's charities in the tri-state area, and the Philadelphia Affiliate of Susan G. Komen for the Cure.

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