



NEWS RELEASE

Contact: Heather Krier
Phone: 515-376-6452
E-mail: Krierh@wellmark.com

Wellmark's 3-Point Play returns with the start of college football

Score funds for community well-being projects by nominating your hometown to win

DES MOINES, Iowa (September 1, 2022) — Throughout the 2022-2023 football and basketball seasons, college sports fans are encouraged to nominate their Iowa or South Dakota hometowns for a chance to receive funding from Wellmark Blue Cross and Blue Shield's 3-Point Play program. Each time a successful field goal is kicked, or a 3-pointer is made by any of the Division I university sports teams in both states, Wellmark awards \$300 and \$20, respectively, to support health improvement projects that enhance community infrastructure, such as parks, playgrounds and trails. Since 2010, nearly \$945,000 has been awarded.

"With renewed conviction and appetite for preserving and enhancing important amenities like our community green spaces, Wellmark's 3-Point Play program is just one of many ways we're working to ensure all Iowans and South Dakotans have access to infrastructure that can help them live longer, healthier lives," said Chris Verlengia, Wellmark's marketing activation and alliance lead. "By collaborating closely with hometowns in each state to support the well-being of residents, we know we're ultimately moving our communities toward a future of better health."

To date, funding from Wellmark's 3-Point Play has helped improve park experiences, extend and create new trails and upgrade indoor and outdoor recreation facilities such as basketball and sand volleyball courts, disc golf courses and swimming pools.

Nominate your hometown

Wellmark's 2022-2023 3-Point Play program officially kicks off Sept. 3, and fans are encouraged to nominate their hometown for a chance to win one of this season's awards. Whether you're attending a game in person or listening on the radio, simply wait for the cue to participate, then follow the instructions to text in your nomination or submit it online at Wellmark3PointPlay.com.

Community leaderboards and additional program information — including complete rules and regulations — are available at Wellmark3PointPlay.com.

###

About Wellmark Blue Cross and Blue Shield

Wellmark, Inc. (Wellmark.com) does business as Wellmark Blue Cross and Blue Shield of Iowa, Wellmark and its subsidiaries and affiliated companies, including Wellmark Blue Cross and Blue Shield of South Dakota, Wellmark Health Plan of Iowa, Inc., and Wellmark Value Health Plan, Inc., and Wellmark Advantage Health Plan, Inc., insure or pay health benefit claims for more than 2 million members in Iowa and South Dakota. Wellmark Blue Cross and Blue Shield of Iowa, Wellmark Blue Cross and Blue Shield of South Dakota, Wellmark Health Plan of Iowa, Inc., Wellmark Value Health Plan, Inc., and Wellmark Advantage Health Plan, Inc. are independent licensees of the Blue Cross and Blue Shield Association.