



NEWS RELEASE

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

Nominate your town to win big this season, score funds to improve community well-being

DES MOINES, Iowa (Sept. 2, 2021) — Throughout the 2021-2022 football and basketball seasons, college sports fans are encouraged to nominate their Iowa or South Dakota hometowns for a chance to receive an award 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 \$850,000 has been awarded.

"We've seen a tremendous uptick in the use of public recreation spaces over the past two years," said Chris Verlengia, Wellmark's senior brand marketing manager. "With so much interest in preserving and enhancing these important amenities in our communities, Wellmark's 3-Point Play program fills a critical need by partnering to make multiple improvement projects a reality. It's just one of many ways we're working to ensure a future of better health for Iowans and South Dakotans."

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 2021-2022 3-Point Play program officially kicks off Sept. 4, and fans are encouraged to nominate their hometown now for a chance to receive 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](https://www.wellmark3pointplay.com).

Community leaderboards and additional program information — including complete rules and regulations — are available at [Wellmark3PointPlay.com](https://www.wellmark3pointplay.com).

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