

NEWS RELEASE  
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Contact: Ann Rollins  
(919) 231-4006 ext. 302  
[A.Rollins@pohealth.org](mailto:A.Rollins@pohealth.org)

### **Poe Center for Health Education Announces 2014 Annual Meeting on September 25**

*Brad Wilson, CEO of Blue Cross and Blue Shield of North Carolina to Deliver Keynote Address*

Raleigh, N.C. – The Alice Aycock Poe Center for Health Education (Poe Center) announced today its 2014 Annual Meeting on Thursday, September 25. The Annual Meeting will be a lunch event, with Brad Wilson, President and CEO of Blue Cross and Blue Shield of North Carolina, delivering the keynote address.



Wilson, who joined BCBSNC in 1995, held a range of senior-level positions before being tapped to lead the organization in 2010. A lifelong North Carolinian, previously he practiced law and served as general counsel to Gov. Jim Hunt, directing the governor’s legislative strategy and heading his legal department.

Wilson chairs the Blue Cross and Blue Shield of North Carolina Foundation – an independent charitable organization that has invested nearly \$90 million in community-based health and wellness efforts. He is also a past chair of the

University of North Carolina Board of Governors, treasurer of the North Carolina Chamber and board member of the Research Triangle Regional Partnership.

The Annual Meeting will celebrate the Poe Center’s biggest milestone to date: serving its one millionth North Carolinian. For more than 20 years, the Poe Center has provided essential health education programming to children and adults in 79 of the 100 NC counties. Additionally, the event will recognize incoming and outgoing Board Members as well as the 2014 Annual Award Recipients and Educator of the Year.

“This is a very exciting time for the Poe Center,” said Executive Director, Ann Rollins. “We are fortunate to have Brad address our guests as well as celebrate this wonderful milestone in Poe’s service to North Carolina. We look forward to serving millions more children and families in the coming years.”

The 2013 Annual Meeting, held at the Poe Center’s state-of-the-art, Raleigh facility welcomed more than 100 guests to celebrate “A Year of Good Health!” Gale Adcock, Chief Health Officer at SAS Institute, delivered the keynote address and was introduced by Wake County Commissioner Joe Bryan.

#### **Media Opportunity**

**What:** Alice Aycock Poe Center for Health Education 2014 Annual Meeting

**When:** Thursday, September 25, 2014

11:30 a.m. – 1:00 p.m.

**Where:** Alice Aycock Poe Center for Health Education  
224 Sunnybrook Road, Raleigh, NC 27610

**About the Poe Center**

The Alice Aycock Poe Center for Health Education is a nonprofit organization dedicated to educating and empowering North Carolina's children, youth and their families to make choices that increase positive health behaviors. Since establishing its Raleigh facility in 1991, the Poe Center has provided health education to nearly one million children throughout North Carolina. By engaging in fun, highly interactive lessons, preschoolers through twelfth graders receive information that follows the NC DPI Healthful Living Essential Standards on a variety of health topics, including nutrition, dental health, general health, family life and drug prevention. For additional information about the Poe Center, please visit [www.poehealth.org](http://www.poehealth.org).

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