



City and County of Denver
Parks and Recreation

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FOR IMMEDIATE RELEASE

Denver Parks and Recreation Expands Recreation Brochure Program

UnitedHealthcare's Sponsorship To Increase Awareness of City Recreation Center Programs

DENVER — October 06, 2009 — Mayor John Hickenlooper today announced Denver Parks and Recreation (DPR) will significantly expand the availability of its recreation center programming guides, reaching thousands of more city residents and promoting the use of affordable health and exercise programs.

A \$60,000 sponsorship from UnitedHealthcare of Colorado will help DPR print 75,000 guides per year, up from 20,000 copies in previous years. The guides showcase the DPR system's more than two dozen recreation centers, while providing information about the classes and programs for Outdoor Recreation, Community Recreation and Citywide Sports.

"Denver is known as one of the best cities in the country to work and play, and our recreation centers play a key role in that active lifestyle," said Mayor Hickenlooper. "We are grateful for community partners such as UnitedHealthcare to help promote the many great programs and activities offered by Denver Parks and Recreation, as this will help Denver residents lead healthier lives."

The guides, to be printed next year in February, May and September, will be distributed in The Sunday Denver Post (40,000 copies), through the Denver recreation centers (25,000 copies), and Denver Public Libraries and UnitedHealthcare offices (10,000 copies).

"These guides play an important role in helping Denver residents access the great programs and activities available to them in the Mile High City," said Beth Soberg, CEO of UnitedHealthcare of Colorado. "We are pleased to collaborate with Denver Parks and Recreation on this important effort."

DPR recognized that some Denver residents struggle to find affordable recreation programs. UnitedHealthcare and DPR hope that making available more guides will create increased awareness of the City's recreation system and encourage more people to use the recreation facilities and establish or maintain a healthy lifestyle.

Adult annual memberships to Denver recreation centers are \$150, while youth (ages 2 – 17) are \$35 and Seniors (age 65+) are \$65. In addition, Denver Parks and Recreation offers a scholarship program for those needing financial assistance, and no one is ever

turned away for the inability to pay.

DPR has more than two dozen centers throughout the City, and more than 5,000 kids annually participate in its Citywide Sports, Community Recreation and Outdoor Recreation programs. For a complete list of centers, or to download a copy of the recreation brochure, visit www.denvergov.org/parksandrec.

UnitedHealthcare of Colorado provides a full spectrum of consumer-oriented health benefit plans and services to individuals, public sector employers and businesses of all sizes. The company serves more than 700,000 people statewide.

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