



CHANGING THE LIVES OF KIDS WITH ASTHMA

5100 COMMERCE CROSSINGS DRIVE | LOUISVILLE, KY 40229 | 502-585-8429 (PHONE) | 502-588-8570 (FAX)

September 1, 2017 – PRESS RELEASE

Contacts:

Michael Rabkin, Passport Health Plan
michael.rabkin@PassportHealthPlan.com
(502) 213-8944

Erin Jones, in.Mode Marketing
erin@inmodemarketing.com
(502) 774-0767



Healthy Hoops Kentucky to celebrate 10th annual event

*Asthma-education event will take place Saturday, September 9,
at a NEW location: Central High School*

Louisville, Ky. (September 1, 2017) – Healthy Hoops Kentucky is an event where asthmatic



children and their families can learn more about having asthma and other asthma-related conditions, in addition to learning some great ways to get exercise and stay healthy with Louisville basketball legend **Darrell Griffith!**

Healthy Hoops Kentucky is **FREE** for all asthmatic **children ages 7 to 14** and their families. The event runs from 10 a.m. to 2 p.m. on **Saturday, September 9**, and will be held at a new location this year: **Central High School**, 1130 West Chestnut Street.

Families can register by going online to healthyhoopsky.com or by calling (502) 585-8429.

Event features include:

- In the morning, children and their families will receive a comprehensive clinical screening to evaluate their asthma, a free consultation with an asthma health professional, and nutrition counseling. They will also learn how to lead active lives while managing their breathing, how to use medications appropriately, how to monitor exercise, and how to keep asthma under control. Each family will leave the screening with an “Asthma Action Plan” and tools to keep their asthma under control.

(more)

HEALTHY HOOPS KENTUCKY COALITION

Allergy Care | American Lung Association | AstraZeneca | Commonwealth of Kentucky | Family Health Centers, Inc. | Galen College of Nursing | Jefferson County Public Schools | KAIRE | Kentucky Chronic Disease Prevention Branch | Louisville Metro Department of Public Health and Wellness | Louisville Metro Government | Mainline Broadcasting | Metro United Way | Northwest Area Health Education Center | Norton Children's Hospital | PARI Respiratory Equipment, Inc. | Park DuValle Community Health Center | Passport Health Plan | Premier Home Care | Rx Delivery Now | U of L Healthcare | University of Louisville | University of Louisville Athletics | University of Louisville School of Public Health and Information Sciences



CHANGING THE LIVES OF KIDS WITH ASTHMA

5100 COMMERCE CROSSINGS DRIVE | LOUISVILLE, KY 40229 | 502-585-8429 (PHONE) | 502-588-8570 (FAX)

- Then, after a free lunch, the children will head to the basketball court, where on-court legend Darrell Griffith will lead a team of celebrity basketball coaches in a series of workshops designed to teach the children how they can play the game even if they have breathing issues.

“I’m so excited to be involved in the Healthy Hoops Kentucky event to help these kids and their families,” said Griffith. “The work that we do to help these young people manage their asthma and learn how they can stay physically active has changed their lives.”

Healthy Hoops Kentucky is sponsored by Passport Health Plan, the University of Louisville, the AmeriHealth Caritas Partnership, the American Lung Association, and other local organizations.

###

About Healthy Hoops Kentucky

Healthy Hoops Kentucky is sponsored by Passport Health Plan, The Kroger Co., the University of Louisville, the AmeriHealth Caritas Partnership, the American Lung Association, and other local organizations. It is coordinated by a coalition of community leaders who represent Passport Health Plan, University of Louisville, University of Louisville Athletic Department, Metro Louisville Department of Public Health and Wellness, Norton Children’s Hospital, Jefferson County Public Schools, Astra Zeneca, University of Louisville School of Public Health and Information Sciences, Metro Louisville Government, the American Lung Association, and the Commonwealth of Kentucky. For more information, go online to healthyhoopsky.com.

About Passport Health Plan

Passport Health Plan is a provider-sponsored, non-profit, community-based Medicaid health plan that has been contracted with Kentucky’s Cabinet for Health and Family Services to administer Medicaid benefits since 1997. For more information, go online to passporthealthplan.com. (Note: It is not a requirement to be a Passport Health Plan member to participate in Healthy Hoops Kentucky.)