

PRESS RELEASE

BlueCare Tennessee Partners with GoNoodle® To Get More Than 36,000 Area Students Moving and Mindful

Jasper, Tenn. – September 27, 2019 – BlueCare Tennessee is partnering with GoNoodle, an interactive physical fitness and mindfulness platform, to help more than 36,000 elementary school kids in eight Tennessee counties move more at school and at home.

The partnership will provide access to GoNoodle's library of movement and mindfulness videos, all designed to get kids up and moving with purpose. BlueCare Tennessee, a subsidiary of BlueCross BlueShield of Tennessee, is investing more than \$100,000 to fully fund one year of GoNoodle's premium version, GoNoodle Plus, for all 79 public elementary schools in Montgomery, Bradley, Madison, Marion, McNairy, Hardin, Polk and Perry counties. The platform offers a variety of programming to help kids get focused and ready to learn at school, and turn screen time into active time at home.

With GoNoodle Plus, teachers will also have access to games and learning extensions that bring movement and core-subjects together to develop fluency in grade-specific math and English Language Arts topics. Educators can also customize GoNoodle content to further support their lesson plans and academic goals for the classroom.

According to the Centers for Disease Control (CDC), only one in four kids meet the current recommendation of at least 60 minutes per day of physical activity. Research has shown that participating in activities like GoNoodle not only improves physical health, but also enhances academic performance and decreases behavior issues. Additionally, moving together with classmates creates classroom community which creates a positive environment for learning.

"BlueCare is proud to support efforts to promote healthy lifestyles for children across the state," said Jeremy Scruggs, manager of health promotion for BlueCare Tennessee. "GoNoodle is a great resource for teachers, parents, and kids, and we are pleased to be able to make it available for schools throughout this eight-county region."

"Our partnership with BlueCare Tennessee is a powerful example of how local communities can invest in their future by putting kids first," said KC Estenson, CEO of GoNoodle. "Teachers and students need all the resources they can get and we're proud that GoNoodle can help them reach their goals both in the classroom and at home."

To use GoNoodle, teachers need a computer with an internet connection and a shared screen such as a projector or interactive whiteboard. Kids can access GoNoodle content for free at home, online, and through apps for iOS, Android, Apple TV, Roku, and Amazon Fire TV. Teachers can sign up at www.gonoodle.com for a free account. Courtesy of BlueCare Tennessee, public elementary school teachers in the eight county area served by the partnership will have free access to GoNoodle Plus when they sign up.

About BlueCare Tennessee

BlueCare Tennessee is a wholly-owned subsidiary of BlueCross BlueShield of Tennessee. Founded in 1993, the Chattanooga-based company focuses on managing care and providing

quality health care products, services, and information for government programs. BlueCare Tennessee currently serves more than 500,000 members.

About GoNoodle

We are a transformational media company dedicated to *improving the lives of kids*. We want kids to be more active, more mindful, more engaged and more productive so they can become the best versions of themselves. Created by child development, education and movement experts, GoNoodle videos are used in 4 out of 5 U.S. public elementary schools to get 14 million kids moving each month. Learn more at <http://www.gonoodle.com>