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Regence Sponsors SMART at Kennedy Elementary

Medford, Ore. – SMART (Start Making A Reader Today) and Regence BlueCross BlueShield of Oregon are pleased to announce that Regence is sponsoring the SMART program at Kennedy Elementary in Medford this school year. This partnership comes through the Sponsor A SMART School Initiative, which invites companies committed to literacy to help SMART sites in their communities thrive by providing vital funding and volunteer support.

“As an Oregon nonprofit and local employer, Regence has proudly supported the health and wellbeing of the Medford community for many years. This new partnership with SMART at Kennedy Elementary will help children develop the tools they need to learn and achieve their full potential,” says Angela Dowling, President of Regence BlueCross BlueShield of Oregon.

SMART, Oregon’s largest volunteer-based literacy program, delivers one-on-one reading support to 10,700 students across the state, including over 1,200 students in Jackson and Josephine counties. This year, SMART plans to give away more than 17,000 books to local students.

“We are delighted that Regence is joining us to support students at Kennedy Elementary,” says SMART Area Manager Julie Brimble. “Their partnership will provide funds for 16 children at Kennedy Elementary to participate in SMART this year and over 200 books for kids to enjoy and add to their personal libraries.” The program will use SMART’s proven model, which focuses on building reading motivation and enjoyment by pairing adult volunteers with students for one-on-one reading sessions in combination with books to keep.

About SMART® (Start Making A Reader Today)

SMART is a statewide nonprofit organization that envisions an Oregon where every child can read and is empowered to succeed. We engage community volunteers to read one-on-one with PreK through third-grade children, helping strengthen literacy skills and encourage a love of reading. Children in the program receive 14 new books throughout the school year to keep and read with their families. Visit www.getSMARToregon.org or call 541-734-5628 to learn more.

About Regence BlueCross BlueShield of Oregon

Regence BlueCross BlueShield of Oregon, headquartered in Portland, has been serving Oregonians since 1941 and now provides approximately 750,000 members with comprehensive health insurance solutions. As a nonprofit independent licensee of the Blue Cross and Blue Shield Association, Regence is part of a family of companies dedicated to transforming health care by delivering innovative products and services that change the way consumers nationwide experience health care. For more information, please visit regence.com, facebook.com/regencebluecrossblueshield, or twitter.com/regenceoregon.

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