

Media Contact: Alica Brown
Title: Marketing & Events Manager
Telephone: (954) 625-2544
Email: abrown@ulbcfl.org



FOR IMMEDIATE RELEASE

URBAN LEAGUE OF BROWARD COUNTY RECIEVES MAJOR FUNDING FROM SUNSHINE STATE HEALTH PLAN: \$2 MILLION WILL SUPPORT URBAN LEAGUE’S HEALTH AND WELLNESS INITIATIVES AND CAPITAL CAMPAIGN

FORT LAUDERDALE, FL (February 1, 2013) – Today, the Urban League of Broward County announced that the organization is the recipient of a \$2 million funding investment from Sunshine State Health Plan (Sunshine Health), a wholly owned subsidiary of Centene Corporation. The funds represent the most significant gift to the organization to date. The announcement was made at the Urban League’s Annual Business Meeting. Earlier in the day, the Urban League unveiled a report, [Closing the Gap: The State of Black Broward Health](#). The report represented the most comprehensive analysis by a community-based agency around the health of Broward County since 1994.

Germaine Smith-Baugh, President and CEO of the Urban League of Broward County said, “For many years, we have been concerned about the growing health challenges that impacts Broward County residents. The report that was released today provides a blueprint for understanding these issues on a greater scale and working collaboratively with partners to address these important challenges. While we realize that the dialogue will be important, we are also compelled to want to put into place programs and initiatives that respond to the health needs and disparities that plague our community. With its gift of \$2 million, Sunshine Health is allowing us to take this critical step. The Urban League of Broward County is grateful for this significant investment and partnership.”

The Urban League of Broward County serves thousands of families and individuals each year. The services include educational support, job training, housing assistance and health education. The Community Empowerment Center, which opened in May 2012, allowed the Urban League to expand its program services to individuals and families in Broward County. Under Smith-Baugh’s leadership, the Board of the Broward County Urban League is diverse, bringing together the non-profit, business and community-based organizations to develop strategies aimed at improving the quality of life for Broward County residents.

Chris Paterson, President and CEO of Sunshine Health noted that the investment in the work of the Urban League of Broward County has long-term benefits. “The report issued by the Urban League of Broward County, “Closing the Gap,” tells us that we need to continue to address health challenges to ensure the viability of families and ultimately the community at large. If we want to eradicate diabetes, hypertension, infant mortality and reduce the mortality rate caused by HIV/AIDS in communities of color, it calls for an investment of resources, collaboration and data sharing. Sunshine Health is committed to a role as one strategic partner with the Urban League of Broward County and other key stakeholders to achieve this goal.”

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About Sunshine State Health Plan

Sunshine State Health Plan (Sunshine Health) is a Florida Medicaid, Healthy Kids and Nursing Home Diversion health plan. Sunshine Health is a wholly owned subsidiary of Centene Corporation, a leading multi-line healthcare enterprise offering both core Medicaid and specialty services. Information regarding Sunshine Health is available via the Internet at www.sunshinestatehealth.com.

About the Urban League of Broward County

The Urban League of Broward County is a not for profit, community based organization founded in 1975. We empower communities and change lives in the areas of education, jobs, housing and health. Our mission is to assist African Americans and other disenfranchised groups in the achievement of social and economic equality. Programs/services include affordable housing development and redevelopment, youth development, diversion, employment and training, education and community empowerment and civic engagement.