

## *Press Release*

### **Totowa Insurance Firm Helps Raise \$24,000 for Obesity Prevention**



**Totowa, NJ** – As a participating Master Broker company, Hanson & Ryan Benefit Services Group was one of several firms to work together with Horizon Blue Cross Blue Shield of New Jersey to raise \$24,000 through the Touchdowns for Families Campaign for New Jersey YMCA State Alliance and Healthy U.

Representatives of Horizon BCBSNJ, its master brokers and the NJ YMCA State Alliance gathered at the New Meadowlands Stadium for the check presentation ceremony, held at the final Giants' home game of the 2010-2011 season. A check in the amount of \$24,000 was presented by Al Bowles (*left*), Vice President for Commercial and Major Accounts, Horizon BCBSNJ, and Alan Zollo, Vice President of Hanson & Ryan Benefit Services Group of Totowa, (*middle*) to Richard Gorab (*right*), President, NJ YMCA State Alliance. The proceeds of the campaign support the Garfield YMCA and the Healthy U initiative -- the nation's largest after school childhood obesity prevention and education program.

Throughout the 2010 – 2011 season, Hanson & Ryan Benefit Services Group was one of twelve master broker firms to join with Horizon Blue Cross Blue Shield of New Jersey, each pledging a donation for every touchdown the New York Giants scored. “We are extremely proud to be a part of this program,” commented Alan Zollo of Hanson & Ryan. “It is a great example of generosity and good will as numerous members of the insurance industry come together to help support efforts to educate the public on preventing childhood obesity.”

Hanson & Ryan Benefit Services Group (specializing in Health, Life and Disability insurance) is a subsidiary of Hanson & Ryan, Inc. - one of New Jersey's most respected independent insurance agencies; offering a full line of commercial and personal insurance products.