



**BlueCross BlueShield
of Florida**

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Blue Cross and Blue Shield of Florida & Books by Kids Foundation Launch Florida Blue Young Authors Contest

*Book to be Authored by Tampa Bay Students and Illustrated by
Patients at Local Children's Hospitals*

Tampa, FL – Blue Cross and Blue Shield of Florida's (BCBSF) Tampa Florida Blue center has partnered with the Books by Kids Foundation to offer middle school students an opportunity to become published authors for a good cause. Students in sixth, seventh, and eighth grades in Hillsborough and Pinellas counties are invited to enter the Florida Blue Young Authors Contest.

Contest participants will craft their version of *Tampa Bay from A to Z*, an original story about the Tampa Bay area incorporating historical figures, landmarks, and characteristics beginning with each letter of the alphabet. The winning story will be illustrated by patients from St. Joseph's Children's Hospital and All Children's Hospital, and designed, published and distributed by Books by Kids.

The book will be released in early 2011 and sold throughout the Tampa Bay area. Because the Tampa Florida Blue center has sponsored the publication of this book, all net proceeds will benefit, the two children's hospitals and school of the winning author(s). Additionally, the teacher or adult who facilitates the winning entry will receive an iPad and a getaway to the Ritz-Carlton Amelia Island.

An A to Z starter list will be provided to each applicant. A single student may enter the contest or students may collaborate on the project. Groups of up to 25 are eligible. The winning author(s) will receive a prize package that includes:

- An exclusive party with surprise special guests
- Tampa Bay Lightning tickets and prize pack
- A VIP tour of One Buccaneer Place
- Tickets to a Tampa Bay Rays home game
- Admission for two to The Florida Aquarium, Lowry Park Zoo, MOSI, Tampa Museum of Art and the Tampa Bay History Center
- Recognition as a contributing author in the book and inclusion in related publicity

"In our personal interactions with Tampa Bay residents about their healthcare and wellness needs, we often hear from parents regarding their aspirations for their children," said David Pizzo, market president, West Florida. "By partnering with the Books by Kids Foundation, the Tampa Florida Blue center has a wonderful opportunity to support both education and children's health, and help make these dreams come true. We look forward to reading the first edition of *Tampa Bay from A to Z*."

Contest applications are available online at www.floridablue.com/Tampa. Please note that a parent or guardian is required to register their child for the contest and must agree to copyright assignments and other necessary waivers. The writing contest begins November 15 and the deadline for submission is December 17. The winning author(s) will be announced in January.

"We are thrilled to partner with Florida Blue to create *Tampa Bay from A to Z*," said Heather Surface, founder and director of the Books by Kids Foundation. "While the project offers a fun

way for local kids to learn about their hometown and a chance to see their words in print, it also underscores the importance of giving back to their community.”

About Blue Cross and Blue Shield of Florida

Celebrating 65 years as Florida’s leader in the health industry, Blue Cross and Blue Shield of Florida is mission-driven to improve affordable access to health care. BCBSF is a not-for-profit, policyholder-owned, tax-paying mutual company. Headquartered in Jacksonville, Fla., BCBSF is an independent licensee of the Blue Cross and Blue Shield Association, an association of independent Blue Cross and Blue Shield companies. For more information concerning BCBSF, please see its Web site at www.bcbsfl.com

About Books by Kids Foundation

Based in Jacksonville, Florida, the Books by Kids Foundation is a non-profit organization that facilitates the production of educational children’s books. All books published by Books by Kids are written and illustrated in part by children and benefit non-profit organizations. *Tampa Bay from A to Z* is the third book in the A to Z Series®. For additional information, visit www.booksbykids.com.