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## **UnitedHealthcare to Sponsor Half-Marathon at Amica Marathon**

*UnitedHealthcare Half-Marathon will be featured at the Amica Marathon, Sunday, October 18, 2009 in Newport*

**Providence, RI** – UnitedHealthcare, a recognized leader in the health and well-being industry, has signed on the Official Sponsor of the half-marathon at the 2009 Amica Marathon, Oct. 18, Newport, RI. The announcement was made recently by Eident Sports Marketing, the official sports marketing agency of the Amica Marathon.

“Serving as the naming sponsor of the UnitedHealthcare Half-Marathon and being a part of an event that showcases those who live healthy lifestyles is a perfect fit for our company,” said Stephen Farrell, CEO, UnitedHealthcare of New England. “We are thrilled to be a part of an event that promotes health and well being. This partnership emphasizes our mission of helping people live healthier lives.”

The UnitedHealthcare Half-Marathon will be held in conjunction with the Amica Marathon, a Boston Marathon qualifier. The fall event includes the Amica Marathon, UnitedHealthcare Half-Marathon and a team relay. Amica Insurance is the title sponsor of the Amica Marathon.

Proceeds from the event will benefit the Providence Ronald McDonald House, which provides a temporary home to families with children hospitalized at local hospitals, including Women & Infants, Hasbro Children’s and Bradley Hospital.

### **About UnitedHealthcare**

[UnitedHealthcare](#) provides a full spectrum of consumer-oriented health benefit plans and services to individuals, public sector employers and businesses of all sizes, including more than half of the Fortune 100 companies. The company organizes access to quality, affordable health care services on behalf of more than 25 million individual consumers, contracting directly with approximately 590,000 physicians and care professionals and more than 4,900 hospitals to offer

them broad, convenient access to services nationwide. UnitedHealthcare is one of the businesses of UnitedHealth Group (NYSE: UNH), a diversified Fortune 50 health and well-being company.

### **About Eident Sports Marketing**

Eident Sports is a full-service event management and sports marketing company based in Providence, RI. Eident has several properties in the region, ranging from turn-key sporting events to sponsorship sales alliances with key partners. For more information on Eident's events and offerings, please visit [www.eidentsports.com](http://www.eidentsports.com).