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FOR IMMEDIATE RELEASE

**AVMED WORKING TO IMPROVE HEALTH OF LOCAL RESIDENTS
AT UPCOMING FERIA DE LA SALUD**

Miami, FL – October 28, 2011 – AvMed Health Plans, one of Florida’s oldest and largest not-for-profit health plans, is a proud sponsor of Feria de la Salud taking place on Saturday, October 29 at the Intercontinental Hotel in Doral from 9 a.m. to 6 p.m. AvMed will join other local health care partners to help promote a healthier South Florida.

The health fair is intended to reach thousands of local Latinos/Hispanics, educating them on wellness to improve their quality of life. This free event offers attendees information and services on glucose, cholesterol, blood pressure, therapeutic massage, weight control, blood donations, CPR, immunization, and much more.

“We are pleased to participate in this event of providing helpful information to improve overall health and well-being and interacting with local residents about the benefits of preventive care,” said Ed Hannum, President and COO of AvMed. “As a Florida-based health plan, we are mission-driven to be involved with events that support the local communities where our employees live and work.”

Feria de la Salud will have a variety of industries and services on hand to share information with local residents. For more information, please visit www.feriadesalud.net or call Toll Free: 1-888-890-6311 or Local: 305-888-3399.

About AvMed Health Plans

AvMed has been providing health care coverage to Florida citizens and businesses for over 40 years. AvMed is one of only a few health plans in the United States that enjoys dual “excellent” accreditation status for both its Commercial and Medicare health plans from the National Committee for Quality Assurance (NCQA), the nation’s top health care quality evaluator. AvMed offers health coverage options to large and small employers in most major markets around the state; Medicare Advantage products in Broward and Miami-Dade counties, and Individual coverage in Broward, Miami-Dade and Palm Beach counties. For more information about AvMed, visit www.avmed.org.

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