



Express Scripts Supports Blue Star Families' PSA Initiative

Express Scripts donated \$25,000 to Blue Star Families (BSF) at an April 28, 2011 dinner held in Washington, D.C. The donation will assist in the organization's effort to support the rollout of a Public Service Announcement campaign educating families on suicide prevention. BSF partnered with the Creative Coalition (www.TheCreativeCoalition.org) to create the four PSA's.

Blue Star Families work to raise the awareness of the challenges of military family life with our civilian communities and leaders. BSF has grown to include spouses and families from all services and all walks of life, including the National Guard and Reserve, as well as veterans and civilians. To learn more visit <http://www.bluestarfam.org/blog/view/duke-duchess-cambridge>.

ESI employees attending the event included Nancy Gilbride, Vice President and General Manager, Kevin Scully, Product Management Director and Jonah Houts, Sr. Director-Government Affairs.

Gilbride commented, "At the event, the four Public Service Announcements were rolled out, developed specifically for our nation's veterans, far too many of whom unfortunately suffer from various mental illnesses such as depression and have suicidal tendencies. These are a series of moving, heartfelt statements from various entertainment artists with a strong message that "it's ok to get help."

Kevin Scully added, "Hearing the real life stories of depression and suicide on our fighting men and women of the military and the extension to their families was terribly sobering. Learning real life stories of how the suicide hotline has helped many and now will be communicated to millions via PSAs is truly inspirational. Help is on the way!"

Other sponsors of the event included the Tragedy Assistance Program for Survivors (TAPS) and HealthNet, Inc.