



FOR IMMEDIATE RELEASE
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MAYOR BLOOMBERG, 9/11 MEMORIAL PRESIDENT JOE DANIELS AND NEW YORK CITY SCHOOLS CHANCELLOR DENNIS WALCOTT ANNOUNCE CHILDREN'S PENNY DRIVE TO MARK 10-YEAR ANNIVERSARY AND MEMORIAL OPENING

UnitedHealthcare Donates \$2 Million to Help Build Welcome Site and Sponsor Penny Drive

'Pennies for the Memorial' Campaign Will Raise Awareness and Engage 1.3 Million Students in City's Public, Private and Parochial Schools

9/11 Memorial Chair and New York City Mayor Michael R. Bloomberg, 9/11 Memorial President Joe Daniels, and New York City Schools Chancellor Dennis Walcott today announced the "Pennies for the Memorial" campaign for children to commemorate the 10-year anniversary of September 11, 2001, and to support educational programs for the National September 11 Memorial Museum, which opens in 2012.

Bloomberg also announced that UnitedHealthcare, a UnitedHealth Group (NYSE: UNH) company, is donating \$2 million to the campaign and operations of the Memorial during an interim period of continued construction on other World Trade Center projects.

"United Healthcare's generosity allows more than one million students in our City the opportunity to support the Memorial and be a part of its creation," said Mayor Bloomberg. "We are building the Memorial both to honor all those we lost and to ensure that as new generations come of age, they can fully understand the devastating losses we suffered—and inspiring heroism we witnessed—on that tragic day. I would like to thank UnitedHealthcare for supporting this City's school children and the Memorial."

The campaign for the city's public, private and parochial schools will begin Sept. 12, 2011, by encouraging 1.3 million students to donate a penny to the Memorial at the World Trade Center site. Each student will receive a special rubber pin designed with the Memorial logo to commemorate the Memorial's opening and the 10th anniversary of 9/11.

UnitedHealthcare's sponsorship will cover the cost of producing and distributing the commemorative pins, and will also support initial operations of the Memorial.

"Many of our children are too young to know or remember what happened on 9/11, and how our country came together to recover and rebuild in the aftermath. This simple but meaningful campaign will encourage more than a million children to build a brighter future, and I hope instill in them an understanding that 9/11 is part of an ongoing story, one that continues to shape our world," said Daniels, a father of three children. "We are tremendously grateful for UnitedHealthcare's support in this effort."

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“The educational programming supported by the penny drive will teach our children how September 11, 2001 forever changed this city, this nation and the world,” Walcott said. “By directly involving students in this initiative, we hope to instill in them the value of community and teach them how our city united to heal and rebuild.”

“The people of UnitedHealthcare—both in New York and around the country—are honored and humbled to be a part of this Memorial,” said Steve Hemsley, CEO of UnitedHealth Group. “We want to help preserve the memory of the nearly 3,000 people killed here that day and honor the sacrifices of so many first responders. We believe that this Memorial will be an important force in helping heal and inspire our generation and future generations of Americans.”

UnitedHealthcare has more than 3,500 employees in New York and serves the health care needs of more than 3.6 million New Yorkers.

The 9/11 Memorial will be dedicated on Sept. 11, 2011, in a commemoration ceremony open to family members of the victims of the September 11, 2001, and February 26, 1993 attacks. The Memorial opens to the general public by reservation the following day on Sept. 12. To reserve a free visitor pass, visit www.911memorial.org.

ABOUT THE NATIONAL SEPTEMBER 11 MEMORIAL & MUSEUM

The National September 11 Memorial & Museum is the not-for-profit corporation created to oversee the design, fundraising, programming, and operations of the Memorial and Museum at the World Trade Center. The Memorial and Museum will be located on eight of the 16 acres of the World Trade Center site. The Memorial will be dedicated on the 10th anniversary of the 9/11 attacks and will open to the public the following day, and the Museum will open in September 2012.

The Memorial will remember and honor the 2,983 people who were killed in the horrific attacks of September 11, 2001 and February 26, 1993. The design, created by Michael Arad and Peter Walker, consists of two reflecting pools formed in the footprints of the original Twin Towers and a plaza of trees.

The Museum will display monumental artifacts linked to the events of 9/11, while presenting intimate stories of loss, compassion, reckoning, and recovery that are central to telling the story of the 2001 and 1993 attacks and the aftermath. It will communicate key messages that embrace both the specificity and the universal implications of the events of 9/11; document the impact of those events on individual lives, as well as on local, national, and international communities; and explore the continuing significance of these events for our global community.

When the Memorial opens, construction will continue on surrounding World Trade Center projects and free visitor passes will be temporarily required. For additional information about 9/11 and the Memorial, please look for the upcoming National Geographic book *A Place of Remembrance*, the official book of the National September 11 Memorial. Proceeds support the National September 11 Memorial & Museum. The book is available for pre-order and will go on sale August 15, 2011.

To plan a visit to the Memorial, find out more about *A Place of Remembrance*, or learn how to contribute, go to 911memorial.org.

Follow the Memorial & Museum on Twitter: [@sept11memorial](https://twitter.com/sept11memorial).

ABOUT UNITEDHEALTHCARE

UnitedHealthcare is dedicated to helping people nationwide live healthier lives by simplifying the health care experience, meeting consumer health and wellness needs, and sustaining trusted relationships with care providers. The company offers the full spectrum of health benefit programs for individuals, employers and Medicare and Medicaid beneficiaries, and contracts directly with more than 650,000 physicians and care professionals and 5,000 hospitals nationwide. UnitedHealthcare serves more than 38 million people and is one of the businesses of UnitedHealth Group (NYSE: UNH), a diversified Fortune 50 health and well-being company.

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