



FOR IMMEDIATE RELEASE

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7th ANNUAL HOPE ON WHEELS CYCLING EVENT CONFIRMED FOR SEPTEMBER

Fundraising Initiative of The Minnie Pearl Cancer Foundation in Support of Persons Impacted by Cancer

NASHVILLE, TENN. (July 20, 2011) - The Minnie Pearl Cancer Foundation (MPCF) proudly announces its 7th annual, noncompetitive cycling event Hope on Wheels (HOW100) to take place Saturday, September 10th. HOW100 is open to both men and women and raises funds to support MPCF, which offers compassionate guidance and support to adults affected by cancer. The Minnie Pearl Cancer Foundation is also pleased to announce Franklin-based, well-being improvement leader Healthways as its presenting sponsor and host for a second consecutive year.

Since 2005 Hope on Wheels has raised more than \$300,000 towards the mission of The Minnie Pearl Cancer Foundation. In addition to title sponsor Healthways, this year's HOW100 sponsors include GranFondo Cycles, Poplar Healthcare, Backroads, Whole Foods, The Container Store, WRLT Lightning 100, Team Green, Harpeth Bicycles, Crystal Springs, and *Her* Nashville.

"The Hope on Wheels event is a perennial favorite and one that generates incredible enthusiasm, spirit, and inspiration. We are honored to see the amazing support for this unique event each year," said Susan Hosbach, MPCF executive director.

The 2011 HOW100 event takes place at Healthways World Headquarters located at 701 Cool Springs Boulevard in Franklin. Cyclists will enjoy a mix of urban and rural terrain with ride lengths of 5, 22, 54, and 100 miles, offering ride potential to both seasoned riders and those who are new to cycling. In 2010, over 400 cyclists from throughout the Southeast participated in HOW100.

"Since its inception, The Minnie Pearl Cancer Foundation has provided invaluable support to thousands of people affected by cancer," said Ben R. Leedle, Healthways president and CEO. "Healthways is honored to serve as title sponsor for the 2011 Hope on Wheels cycling event, and I encourage local businesses to join us and the other sponsors in supporting this important cause."

Valuable prizes, including a high-end Orbea road bike, compliments of GranFondo Cycles, will be awarded to the top fundraisers. For more information about HOW100, including registration details and opportunities to sponsor or volunteer, please visit www.how100.org. Donations may be made at the website through the "Sponsor A Rider" automated fundraising option.

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About The Minnie Pearl Cancer Foundation

The mission of The Minnie Pearl Cancer Foundation (MPCF), a nonprofit public charity, is to compassionately assist adults impacted by cancer with treatment options, clinical trial opportunities, and coping plans. Services, which are free of charge and regardless of treatment facility, include:

- Decision support regarding clinical trials, treatment information, and options
- Personalized guidance and support to complement and navigate cancer care
- Nutrition and side effect management consultations
- Comprehensive educational and informational materials
- Inspirational and educational online videos and forum

For more information, please visit www.minniepearl.org.

About Healthways

Healthways (NASDAQ: HWAYS) is the leading provider of specialized, comprehensive solutions to help millions of people maintain or improve their health and well-being and, as a result, reduce overall costs. Healthways' solutions are designed to keep healthy people healthy, mitigate or eliminate lifestyle risk factors that can lead to disease and optimize care for those with chronic illness. Our proven, evidence-based programs provide highly specific and personalized interventions for each individual in a population, irrespective of age or health status, and are delivered to consumers by phone, mail, Internet and face-to-face interactions, both domestically and internationally. Healthways also provides a national, fully accredited complementary and alternative Health Provider Network and a national Fitness Center Network, offering convenient access to individuals who seek health services outside of, and in conjunction with, the traditional healthcare system. For more information, please visit www.healthways.com.

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