



For Immediate Release:

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Announcing the Start of the BayCare Clinic Commuter Challenge!

Green Bay, WI, April 20, 2008 -- Beginning April 22 (on Earth Day), BayCare Clinic will be challenging its employees to participate in the BayCare Clinic Commuter Challenge – an event where you can get healthier and “go green” while commuting to and from work.

The BayCare Clinic Commuter Challenge is an event developed to encourage BayCare Clinic’s over 530 employees to use alternative methods other than gas-powered vehicles when traveling to and from work. Though commuter challenges have been taking place all over the US, this is the first to take place in Northeast Wisconsin.

Our commuter challenge motivation is simple: To start a healthier lifestyle evolution, and along with that, help reduce greenhouse emissions.

As a society, we have tremendous dependence on motorized transportation that conveniently takes us to our destinations. BayCare Clinic believes that incorporating lifestyle changes, like finding ways to exercise while traveling to-and-from work, will create a healthier workforce. A healthier workforce, in turn, helps to reduce healthcare costs.

With the growth of cars commuting, there has been a rise in pollution, which contributes to the greenhouse effect. Each time a person commutes using an alternative method to a gas-powered vehicle, there is a measurable contribution in helping the environment.

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Though the goal is to encourage BayCare Clinic employees to participate in the commuter challenge, the opportunity exists for other businesses to participate as well. We have added information on our website (go to <http://www.baycare.net/website/about/150--challenge/CommuterChallenge.asp>) for that purpose.

We will be wrapping up this year's commuter challenge on Make a Difference Day, October 24, anticipating that we will truly have made our intended difference.

BayCare Clinic (www.baycare.net) is the largest physician-owned specialty-care clinic in Northeast Wisconsin and the Upper Peninsula of Michigan. It is comprised of over 100 specialty physicians with expertise in more than 20 specialties. BayCare Clinic physicians have served patients in Green Bay and the surrounding region for over 25 years.

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Photo and interview opportunities available.

Here are some April 22 commutes already planned by BayCare Clinic staff:

-Members of our finance department are getting together at one of our employee's homes, and they will walk the two miles to work together. They plan to start walking about 7:00 am.

-Our CEO, Jeff Mason, and Chief Medical Officer, Dr. Paul Summerside, are planning to canoe or kayak (they haven't decided which yet) from De Pere to downtown Green Bay – about a 5 mile journey – to work. They both work at our corporate office on North Broadway. They will likely leave about 7:30 am from Fox Harbor – near Zesty's in De Pere.