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**Fun meets fitness as Physicians United Plan (PUP) hosts Fun & Fit Day, a special healthy living events for current Members**

**LAKELAND, Fla. – (May 24, 2011)** – Members of Physicians United Plan (PUP), a local Medicare Advantage Plan, will be lacing up their walking shoes on Wednesday, May 25<sup>th</sup>, 2011, to kick-off **PUP’s Fun & Fit Day 2011** – a series of healthy living events that feature fitness activities for all levels.

PUP holds Member-only events several times a year, where Members learn more about their current plan and new ways to improve their health and well-being. This time around, Members, joined by friends and family, can put PUP’s Purpose into action by participating in a group fitness walk or low-impact chair exercise led by a certified fitness instructor.

In addition to the outdoor fitness activities, attendees will receive a special Fun & Fit Day 2011 t-shirt, enjoy refreshments and raffles, and have a chance to speak one-on-one with friendly PUP representatives.

“We encourage our Members to stay active, especially in a way that makes it fun for them. This is a great way to connect that idea in a personal way”, says Moriah Giguere, PUP’s Event & Marketing Coordinator.

PUP will host 10 Fun & Fit Days in total, throughout Polk, Orange, Osceola, Lake and Marion counties. For more information, including a full list of locations, please contact Nicole Weiss at [nweiss@pupcorp.com](mailto:nweiss@pupcorp.com).

**About PUP**

Physicians United Plan is an award-winning, URAC-accredited health plan and a leading provider of Medicare Advantage products in Central Florida. PUP has successfully transformed itself from a neighborhood-based health plan, and emerged as a major health care provider in 14 Florida counties. PUP’s success has been fueled by its commitment to Member-centric values and solid provider networks. For more information, visit [www.UaskPUP.com](http://www.UaskPUP.com)

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