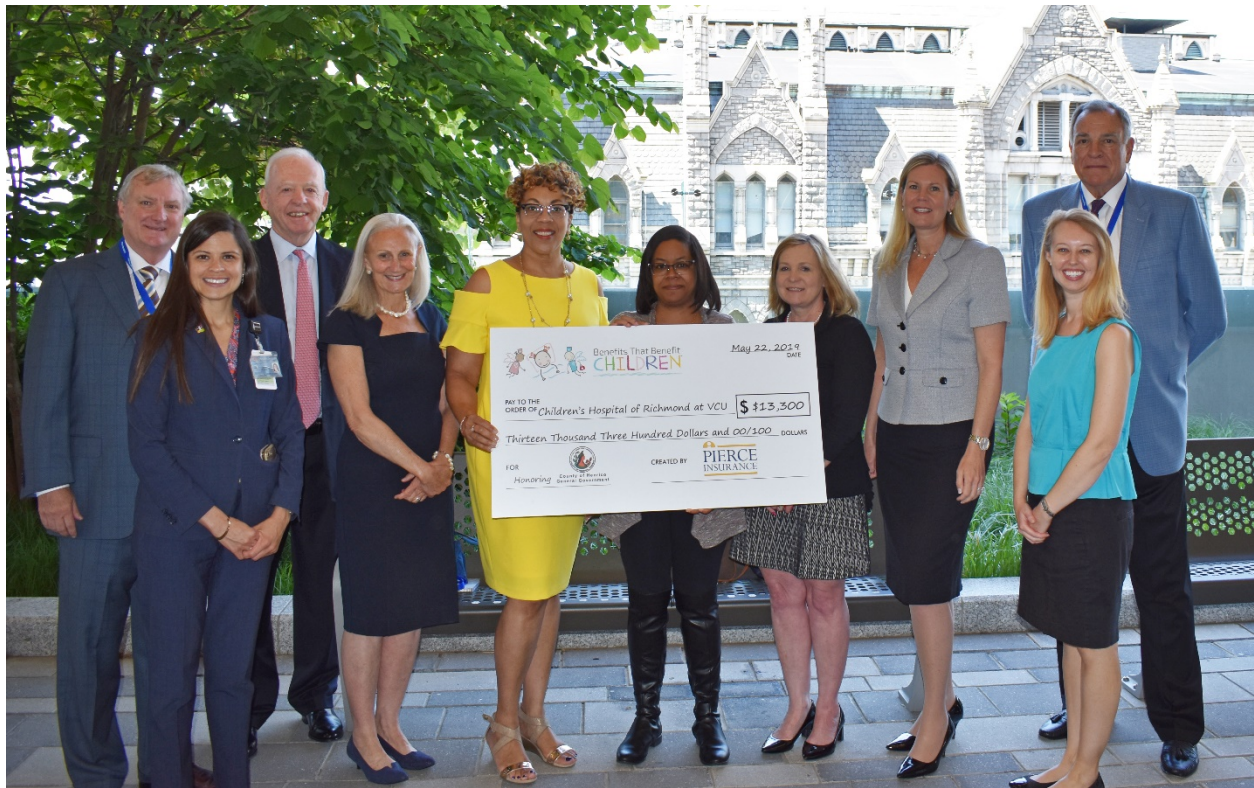


Henrico County Supports Children's Hospital of Richmond at VCU Through the Benefits That Benefit Children Program



From left to right: Lonnie Pierce III, President, Pierce Insurance; Suzanne Bergamo Britt, Director, Children's Pavilion; Frank Doherty, Managing Partner NBP East; Vivian Pierce Flynn, Vice President of Marketing, Pierce Insurance; Tina Brooks, Benefits Manager, Henrico Public Schools; Terri Melton, Benefits Manager, County of Henrico General Government; Paula Reid, Director of Human Resources Henrico County; Dr. Amy E. Cashwell, Superintendent Henrico County Public Schools; Sarah Irby, Director of Community Relations, Children's Hospital Foundation; Paul Monica, Vice President, Benefits That Benefit Children.

FOR IMMEDIATE RELEASE

June 13, Richmond, VA – On May 23, Children's Hospital of Richmond at VCU received a \$13,300 donation resulting from the Benefits That Benefit Children campaign, a cause marketing program through National Benefit Partners and The Pierce Insurance Agency that provides donations to select children's hospitals throughout the country. More than 1,330 Henrico County employees generated the donation by simply reviewing the voluntary benefit program offered by the county. For every employee who attends a benefit presentation administered by Pierce Insurance a donation is produced. Henrico County with Pierce Insurance has become a Children's Champion for Children's Hospital of Richmond at VCU.

Representatives from Henrico County and Pierce Insurance visited Children's Hospital of Richmond at VCU's Pavilion to present the donation as well as tour the new Pavilion. Pierce Insurance and National Benefit Partners plan to continue to support Children's of Richmond at VCU through the Benefits That Benefit Children program.

About Pierce Insurance

Pierce Insurance is an employee benefits firm specializing in the customization and enrollment of supplemental insurance benefits and value-added services, such as Benefits That Benefit Children. Benefits are designed to enhance an employer's benefit package while also giving back to the community. Learn more at www.pierceins.com.

About Benefits That Benefit Children

Benefits That Benefit Children is a unique cause marketing program that creates a winning combination for employers, employees and the health of children in the community. Benefits That Benefit Children creates donations for Children's Hospital of Richmond at VCU when employers choose to offer certain best-in-class supplemental benefits to their employees. Visit www.BenefitsThatBenefitChildren.com for more information