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## **GEHA Wraps D.C. Trains in Return to Railroad Roots**

**Washington, D.C., October 2, 2006** -- Harkening back to its roots in the railroad industry, Government Employees Hospital Association, Inc. (GEHA), today unveiled four 75-foot-long Washington Metropolis Area Metro trains in colorful vinyl train wraps as part of a new marketing campaign to raise awareness for the organization, the nation's third-largest



health insurance plan serving federal employees and retirees and their families. Three train wraps advertise the GEHA brand, while the other promotes the company's new dental plan, GEHA Connection Dental Federal.

GEHA got its start in 1939 as the Railway Mail Hospital Association, formed to help railroad workers pay for their medical expenses. Twenty years later, the plan was expanded to encompass all federal workers and retirees and their families, and in 1964, the company's name was changed to Government Employees Hospital Association (or GEHA) to reflect its new position in the market.

The wrapped trains are operating on the Metrorail's Orange line—the line utilized by the most federal employees—with additional interior advertisements to be placed in Metrorail trains across Greater Washington next month. GEHA will also place bus advertisements on 100 Metrobuses. The advertisements, collectively, are expected to reach a vast majority of the area's 670,000 commuters during their three month run, which ends in December.

"Our new marketing campaign pays homage to our roots in the railroad industry," said GEHA President Richard Miles. "Advertising on the Metrorail allows us to target diverse

populations in and around Washington, including federal employees working in our nation's capital."

GEHA, with one of the world's largest preferred provider organization (PPO) networks, has over 230,000 health plan members and provides health insurance to more than 420,000 people worldwide. The company is a self-insured, not-for-profit organization. Of every \$1 in insurance premiums received, GEHA gives back 94 cents in health benefits to its members. More information about GEHA is available at [www.geha.com](http://www.geha.com).

GEHA Connection Dental Federal is a dental plan for federal employees, retirees and their dependents. GEHA's proprietary CONNECTION Dental® network includes 43,000 providers across the country. For more information about GEHA Connection Dental Federal, access its website at [www.gehadental.com](http://www.gehadental.com).

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