



MEDIA CONTACT: Jessica Lewis
Communications Manager
Phone: 585-773-1140
Email: jlewis@rocthefuture.org

ROC the Future Alliance receives 2025 Health Equity Innovation Award from Excellus BlueCross BlueShield

FOR IMMEDIATE RELEASE Rochester, New York | December 8, 2025 - ROC the Future Alliance is proud to announce that it has been selected as a recipient of the 2025 Health Equity Innovation Award from Excellus BlueCross BlueShield. This annual funding opportunity supports nonprofit organizations working to eliminate health disparities and improve health outcomes across the region.

The award will help fund **PreK Prescriptions: Partnering Across Health and Education Sectors to Ensure K-readiness For Every Child**, an initiative designed to bridge healthcare and education to ensure every child in our community enters kindergarten ready to succeed. PreK Prescriptions will help transform how Rochester connects families to critical early childhood services, ensuring readiness is not left to chance but written into every child's prescription for a healthy future. The program was chosen for its innovative approach, strong community engagement, and alignment with the goal of advancing health equity.

The Health Equity Innovation Awards reflect Excellus BlueCross BlueShield's commitment to improving community health by investing in programs that promote equity, expand access to care, and support underserved populations.

"We are honored to receive this award and grateful for the opportunity to make a meaningful difference in the lives of those we serve," said Brian Lewis, Executive Director of ROC the Future Alliance. "This funding will allow us to help approximately 900 families live healthier and more secure lives by addressing one of the most powerful social determinants of health: access to high-quality early education as we continue our efforts to put 11,000 more youth on the road to upward mobility."

For more information about **ROC the Future Alliance** and the **PreK Prescriptions: Partnering Across Health and Education Sectors to Ensure K-readiness For Every Child** initiative, please visit www.rocthefuture.org or contact Jessica Lewis at jlewis@rocthefuture.org.

###

ROC the Future Alliance

ROC the Future Alliance is a community-wide coalition working to improve cradle-to-career outcomes. For more information about ROC the Future Alliance, visit rocthefuture.org.