



Press Release

FOR IMMEDIATE RELEASE
September 29, 2005

CONTACT: Dawn Emerick
PHONE: (904) 791-0110

GOLDEN CORRAL RESTAURANT ON NORMANDY BOULEVARD KICKS OFF A WEEK OF FLU PREVENTION

Jacksonville, Florida: Golden Corral invites you to join First Coast Service Options (Florida's Medicare Contractor), Duval County Health Department, Florida Medical Quality Assurance Inc., the Area Agency on Aging, and CMS's Region IV Chief Medical Officer, Dr. Rhonda Medows on Monday, October 10 as Golden Corral and Medicare kick off their weeklong flu prevention campaign at the Golden Corral Restaurant on Normandy Boulevard. "Golden Corral is committed to giving back to the communities in which they operate", said Golden Corral's Director of Marketing, Steve Fortlouis. "Jacksonville has been very good to us and we want to make sure all our guests are healthy, happy and satisfied."

Five of Jacksonville's Golden Corral restaurants have teamed up with several community agencies to provide **FREE** flu shots to seniors aged 65 years and older. In exchange for getting a flu shot, seniors will receive a Golden Corral Buy-One,

Get-One-Free "Early Bird" special lunch coupon, good Mondays - Fridays, 2:00 - 4:00 p.m. Coupons expire November 6, 2005. Flu shots are limited and will be given to the first 250 beneficiaries at each participating Golden Corral Restaurant.

Each of the five participating Golden Corral restaurants will open their doors from 11:00 a.m. to 2:00 p.m. so the Duval County Health Department can administer flu and pneumonia shots and provide Medicare beneficiaries education on how to prevent the spread of the flu. Beneficiaries will also receive a Medicare goodie bag containing helpful Medicare information including Medicare's New Prescription Drug Coverage. "First Coast Service Options is pleased to team with Golden Corral and other area agencies to provide these valuable services to Medicare beneficiaries," said Sandy Coston, President and Chief Operating Officer of First Coast Service Options. "We appreciate the support and collaboration of the agencies and look forward to a successful event."

Dates and locations of participating Golden Corral Restaurants:

October 10	7043 Normandy Boulevard	32205	11:00 a.m. - 2:00 p.m.
October 11	9070 Merrill Road	32225	11:00 a.m. - 2:00 p.m.
October 12	4250 Southside Boulevard	32216	11:00 a.m. - 2:00 p.m.
October 13	14035 Beach Boulevard	32250	11:00 a.m. - 2:00 p.m.
October 14	11470 San Jose Boulevard	32223	11:00 a.m. - 2:00 p.m.

Some of the most common symptoms of the flu are fever, chills, headache, dry cough, runny or stuffy nose, sore throat, and muscle aches. Unlike other common

respiratory infections such as the common cold, the flu can cause extreme fatigue lasting several days to more than a week. The flu is spread easily from person to person primarily when an infected person coughs or sneezes, just like the common cold. After a person has been infected with the virus, symptoms usually appear within 2 to 4 days. The infection is considered contagious for another 3 to 4 days after symptoms appear. Often times, the flu is mistakenly associated with what people call the "stomach flu". While it is true that some children who suffer from the flu will sometimes experience nausea and vomiting, the flu mainly causes severe upper respiratory difficulty in adults. Plus, the flu cannot be treated with antibiotics because it's a virus, just like the common cold. "Prevention is better than a cure", says Roger Perez, Acting Regional Director of The Center for Medicare & Medicaid Services (CMS) Region IV. "Adults who are age 65 and older and other Americans with chronic illnesses are in the high priority group to obtain flu vaccines and we encourage them to do so", says Perez.

For more information on this unique partnership, please contact Dawn Emerick at First Coast Service Options 904-791-0110.

###