

FOR IMMEDIATE RELEASE

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**FORMER PITTSBURGH STEELERS BRETT KEISEL TO KICK OFF
REGION'S LARGEST HEALTHCARE EVENT FOR HR AND BENEFITS PROFESSIONALS**

PBGH 2024 Healthcare & Benefits Symposium Slated for September 12

PITTSBURGH – April 2, 2024 – [The Pittsburgh Business Group on Health](#) (PBGH) announces former Pittsburgh Steelers Brett Keisel will serve as the opening keynote speaker to kick off the [PBGH 2024 Healthcare & Benefits Symposium](#), Thursday, September 12, at the Pittsburgh Marriott North in Cranberry Twp., PA, 9 a.m.

During his keynote address, Keisel is expected to share anecdotes about his time with the Pittsburgh Steelers and how his on and off-the-field work has contributed to the development of countless community programs aimed at helping both youth and adults. In 2016, Keisel launched [Mighty Oak Adventures](#), which blends his lifelong passion for the outdoors with corporate team learning and morale building, as well as helping people strengthen their mental wellness.

“We are honored Brett is partnering with us for the 2024 PBGH Symposium,” said Mike Stancil, president & CEO, PBGH. “His commitment to our community and to helping people improve their lives aligns with the goals PBGH employers also strive to achieve regarding access to affordable and equitable healthcare for so many across our region.”

Now in its 25th year, the PBGH Symposium is one of the largest employer-based events in the region, attracting hundreds of human resources and benefits professionals from companies of all sizes, which are committed to optimizing costs while protecting high-quality healthcare for employees.

“Like Brett’s Mighty Oak Adventures, which works to bring employees together away from the daily routine and build stronger bonds through outdoor activities and shared experiences, PBGH is equally committed to strengthening the partnerships between the human resources and benefits community, and health plans, providers and hospitals serving families,” said Stancil.

Upon being drafted by the [Steelers](#) in 2002, Keisel embarked on a long, Pro Bowl career with the team as defensive captain, two-time Super Bowl Champion, and three-time AFC Champion. In addition to Mighty Oak Adventures, Keisel launched Da Beard in 2010, which resulted in a multi-year fundraising effort to benefit UPMC Children’s Hospital Foundation. The effort was inspired by Steelers’ teammate Aaron Smith’s son, Elijah, who was diagnosed with Leukemia in 2008 and has since made a full recovery.

Visit www.pbghpa.org today for more information about the 2024 PBGH Healthcare & Benefits Symposium, or to learn more about how your company can get involved.

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About PBGH

Founded in 1981, the Pittsburgh Business Group on Health is a non-profit organization and business-only coalition representing employer-member companies. PBGH promotes health care and benefits strategies through education, collaboration and innovation among members, and in the community, to deliver value and quality for members and their employees. @pbghpa