



Blue Cross and Blue Shield of Alabama is dedicated to responding to the needs of the community and making a difference. Giving back to the community is one of the core values of our Company, and our employees consistently play an active role in helping on an individual level. We will continue to enhance the community through our health and education initiatives, while supporting various charities and other community programs.

Living United

A large part of Blue Cross' commitment to the community is giving to United Way. For more than 50 years, Blue Cross has conducted a United Way campaign to encourage employees to change lives in our communities by advocating for those in need and donating their time and money to the agencies of United Way.



- 12** Number of years Blue Cross and Blue Shield of Alabama has been a Pacesetter Company
- 2.9 million** Amount donated by employees to United Way in 2011
- 214** Number of employees who participated in United Way activities and events in 2011

The Caring Foundation

The Caring Foundation (TCF) was established by Blue Cross to serve as the corporate charitable arm for philanthropic needs within the state. TCF is focused on improving the health and well-being of Alabamians by investing in charitable organizations. TCF's mission focuses primarily on health, wellness and education, with a special interest in assisting children.



Since its inception in 1990, TCF, with the help of Blue Cross, has supported thousands of charitable organizations and has reached all of Alabama's 67 counties. In 2011, over \$5 million was contributed statewide through TCF and Blue Cross sponsorships.

Tornado Relief

The April 2011 storms and tornadoes brought tremendous loss and damage to thousands of Alabamians. Like many companies and individuals, Blue Cross and its employees reached out and helped the community during this devastating time.

- Immediately following the storm, the Company made a contribution of \$500,000 to efforts in place by various disaster recovery organizations.
- Blue Cross served as headquarters for a 24-hour United Way Tornado Relief Telethon, which was broadcast by local news stations NBC 13 and CBS 42. The event raised more than \$700,000.
- Blue Cross employees spent a day at the old Scott School in Pratt City, which served as a tornado resource center, helping gather and distribute supplies – and encouragement – to residents of this suburb of Birmingham.



Fighting the Obesity Epidemic

According to the Centers for Disease Control and Prevention (CDC), roughly one-third of all Americans are obese. Nine of the 10 most obese states in the country are in the Southeast. In fact, Alabama is tied with Tennessee as the second fattest state in the entire nation, second only to Mississippi.

Understanding the dangers of the growing obesity epidemic in our nation, Blue Cross is the proud sponsor of Scale Back Alabama, a successful statewide initiative that takes a reward-based and team approach toward weight loss. Last year, over 33,000 people participated, and there was a reported cumulative weight loss of 143,309 pounds. That's nearly 72 tons!



33,000
Number of Scale Back Alabama participants in 2011

143,000
Cumulative pounds lost by Scale Back Alabama participants in 2011

Getting Healthy at Railroad Park

Exercise is a key component of any health or wellness program. That's why Blue Cross sponsors free exercise classes at Railroad Park, a 19-acre green space in the heart of downtown Birmingham. Classes start every weekday evening at 6 p.m. from March to November.



Taking Steps Toward a Healthier Tomorrow

Walking is one of the simplest and most effective forms of exercise. To encourage Alabamians to move toward healthier lifestyles, Blue Cross is proud to sponsor National Walk@Lunch Day® and WalkingWorks®, two fun programs designed to educate the population about the many healthy benefits of walking.



Working to Keep Children Safe

Blue Cross cares about the health and wellness of Alabama's children. That's why we support The Southeast Child Safety Institute (SECSI) at Children's of Alabama. SECSI runs a telephone triage and supports the following community education efforts to raise awareness and keep children safe:



Poison Control Center. Provides information on potential toxins and runs an emergency help line. The Poison Control Center serves the central Alabama region and handles over 40,000 telephone calls per year.

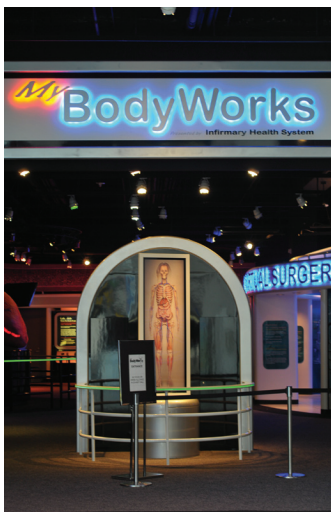


Think First. A National Injury Prevention Foundation that focuses on preventing head, neck and spine injuries by educating members of the community.



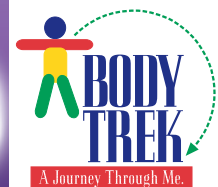
SAFE Kids. Promotes education and awareness and distributes safety devices in an effort to keep children, and their families, safe. SECSI also offers information on Child Passenger Safety.

In addition to these continuing efforts, SECSI looks forward to finding new ways to serve the community in the future, thanks, in part, to the support of Blue Cross.



Exploring Ways to BeHealthy at the Exploreum

Blue Cross strives to educate the community about wellness and promote healthier lifestyles across our state. That's why we sponsor 11 BeHealthy Stations as part of the *My BodyWorks* gallery at the Gulf Coast Exploreum Science Center in Mobile. These interactive BeHealthy stations promote health and wellness in a fun way for scientific explorers of all ages.



Our interactive learning center on wheels teaches children how the human body works while encouraging healthy lifestyle choices and accident prevention.



For additional information about these and other programs we support, please contact:
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**BlueCross BlueShield
of Alabama**

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