



presented by



**BlueCross BlueShield
of Alabama**

An Independent Licensee of the Blue Cross and Blue Shield Association

hosted by



REDSTONE
FEDERAL CREDIT UNION®

Introduction

Blue Cross and Blue Shield of Alabama's National Walk@Lunch Day is designed to complement—not compete with—your busy lifestyle. Created to improve personal health and decrease healthcare costs for employers and employees, National Walk@Lunch Day is the start of your new daily walking routine, helping you to improve your health - step by step.

The U.S. Department of Health and Human Services estimates the cost to treat illness and chronic disease from inactive lifestyles is nearly \$1,000 for every family in America every year. Simply getting 30 minutes of moderate physical activity, such as a brisk walk, at least five times a week, has significant health benefits. These benefits include lowering the risk of developing or dying from cardiovascular disease, hypertension or type 2 diabetes, and improving the health of muscles, bones and joints.

In Spring 2018, people across the State of Alabama will lace up their shoes and participate in Blue Cross and Blue Shield of Alabama's 12th annual National Walk@Lunch Day program. Blue Cross and Blue Shield of Alabama celebrates by holding walks at their home office in Riverchase in Downtown Birmingham and all across the state of Alabama.

Our Plan provides National Walk@Lunch Day with an interactive website where users can find more information and register for walks taking place at schools, companies and for individuals all across the great state of Alabama. Blue Cross proudly facilitates walks throughout many of Alabama's cities, including Huntsville, Birmingham, Montgomery and Mobile. In 2017, nearly 100,000 people participated in our National Walk@Lunch Day celebrations across the state.

The following packet is a representation of the materials, marketing promotions and suggestions for hosting and implementing a successful walk for National Walk@Lunch Day. With your support, we fully expect 2018 to be even more successful than 2017. Help us as we take steps towards a healthier Alabama!



Walking for the health of it.



**BlueCross BlueShield
of Alabama**

An Independent Licensee of the Blue Cross and Blue Shield Association



**GET
INVOLVED!**

Walking for the health of it.

Quick Facts

- Spring 2018 will be the 12th annual National Walk@Lunch Day.
- National Walk@Lunch Day is a nationwide event created by the Blue Cross and Blue Shield Association.
- Walking is one of the simplest and most effective forms of exercise. National Walk@Lunch Day is designed to encourage people of all ages, backgrounds and lifestyles to make walking a healthy habit for life.
- Participation grows every year. Last year, more than 100,000 people participated in National Walk@Lunch Day events in Alabama.
- Businesses, schools and other local organizations are invited to plan walks all across the state of Alabama.
- In 2017, Blue Cross donated \$5,000 to the Governor's Commission on Physical Fitness and Sports on behalf of participating businesses, schools and individuals.



**BlueCross BlueShield
of Alabama**

An Independent Licensee of the
Blue Cross and Blue Shield Association

Join us on May 11@ Redstone Federal Credit Union

Turn a working lunch into a **WALKING** lunch!

Come out to **Redstone Federal Credit Union** and celebrate National Walk@Lunch Day
with Blue Cross and Blue Shield of Alabama and the City of Huntsville!

Don't forget your walking shoes on Friday, May 11!
Event starts at 10:30 a.m. and ends at 1:30 p.m.



Walking for the health of it.

presented by



**BlueCross BlueShield
of Alabama**

An Independent Licensee of the Blue Cross and Blue Shield Association

hosted by



REDSTONE
FEDERAL CREDIT UNION®

Scheduled Walks

11 a.m.
11:30 a.m.
12 p.m.
12:30 p.m.
1 p.m.



AlabamaBlue.com/walkatlunch

For more information, email walkatlunch@bcbsal.org.

Vendor Sign Up

Name: _____

Company Name: _____

Group/Team Size: _____

Email Address: _____ Phone Number: _____

Event Location:

☐ Montgomery ☐ Mobile ☐ Birmingham ☐ Huntsville

Bringing Tent:

☐ Yes, Size: _____ ☐ No

Additional Items Needed:



Walking for the health of it.



**BlueCross BlueShield
of Alabama**

An Independent Licensee of the Blue Cross and Blue Shield Association

