



BlueCross BlueShield of Alabama

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Blue Cross and Blue Shield of Alabama Making Available \$250,000 to Schools Statewide with the Be Healthy School Grant Program

Birmingham, AL - In our ongoing commitment to help prevent childhood obesity, Blue Cross and Blue Shield of Alabama is proud to continue its Be Healthy School Grant Program. For the 2020 -2021 school year, Blue Cross will make available \$250,000 and award grants up to \$10,000 to 25 schools across the state that enroll students in grades K through six. Since 2012, Blue Cross has awarded more than \$1.8 million in 200 Be Healthy School Grants statewide impacting over 96,000 students.

“We are seeing the positive results of healthy lifestyle initiatives being implemented in our schools by students and faculty. The ongoing success of the Be Healthy School Grant Program validates the investment we are making in the long-term health of Alabama’s children,” says Jeff Adams, Community Relations Manager, Blue Cross and Blue Shield of Alabama.

The grants are for the implementation of school-based health and wellness programs that emphasize increased exercise, nutrition education and parental involvement during the school year. Starting Monday, January 6, applications can be completed on the Blue Cross website at AlabamaBlue.com/schoolgrant. **The deadline to submit an application is Friday, March 27, 2020.** Each selected school will receive a grant of up to \$10,000, and schools will be further recognized with a Blue Cross Be Healthy School banner. In April 2021, students who successfully complete their school’s program will be presented with Be Healthy awards by Blue Cross.

About Blue Cross and Blue Shield of Alabama

Blue Cross and Blue Shield of Alabama has insured Alabamians for over 83 years. Blue Cross offers coverage plans to corporations, individuals and the senior market. For more information about Blue Cross, visit AlabamaBlue.com. Connect with us on [Facebook](https://www.facebook.com/bluecrossal), check out our videos on [YouTube](https://www.youtube.com/bluecrossal) and follow us on [Twitter](https://twitter.com/bluecrossal) for more up-to-date information.

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