



BlueCross BlueShield of Alabama

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Over 4,000 Children Running in the 2020 Blue Cross and Blue Shield of Alabama Kids Mercedes-Benz Marathon

BIRMINGHAM, AL — In a continued effort to fight childhood obesity and encourage healthy lifestyles at an early age, Blue Cross and Blue Shield of Alabama will serve as the Kids Mercedes-Benz Marathon title sponsor for the ninth consecutive year. Blue Cross is proud that over 4,000 children will run in this year's event.

According to the Centers for Disease Control, childhood obesity now affects 1 in 5 children and adolescents in the United States. "We are proud to support events like the Kids Mercedes-Benz Marathon," says Koko Mackin, Vice President of Corporate Communications and Community Relations. "We are committed to helping build a healthier Alabama, and we can do that by teaching children healthy habits at an early age."

The Blue Cross and Blue Shield of Alabama Kids Mercedes Marathon is being held at Railroad Park in downtown Birmingham on Saturday, February 15 at 11 a.m.

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](#), check out our videos on [YouTube](#) and follow us on [Twitter](#) for more up-to-date information.

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