



## **BlueCross BlueShield of Alabama**

**Media Release  
January 9, 2019**

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### **Blue Cross and Blue Shield of Alabama Offers Discounts on Top National Brands Through Blue365® Program**

**Birmingham, AL** – In an effort to help members live healthier, more active lives, Blue Cross and Blue Shield of Alabama launched Blue365, a program which utilizes the “Blue365 Deals” website to offer exclusive health, wellness and other discounts to Blue Cross members in Alabama. Blue365 features exciting weekly offers and great discounts from top national and local retailers including fitness gear, gym memberships, healthy eating options, stress management classes, and more.

“Blue Cross and Blue Shield of Alabama is pleased to make these health and wellness deals available to our members,” said Rebekah Elgin-Council, Senior Vice President and Chief Marketing Officer, Blue Cross and Blue Shield of Alabama. “The discounts found through the Blue365 program will help our members maintain a well-balanced lifestyle, and save money while doing so.”

By signing up through [AlabamaBlue.com/Blue365](http://AlabamaBlue.com/Blue365), members will receive weekly emails with special savings from nationally recognized companies such as Snap Fitness®, Reebok®, Nutrisystem® and others. These featured deals will be available for a limited time and will be spotlighted on Blue365 Deals along with a number of standing discounts that are accessible at any time such as 25 percent off a Jenny Craig Premium Program or 20 percent off a purchase at Reebok.com.

“Blue Cross and Blue Shield companies are committed to increasing the number of ‘healthy transactions’ we have with our members. Unique resources like the Blue365 Deals website play an important role in supporting this,” said Scott P. Serota, President and CEO of BCBSA. “By offering discounts on healthy products and other services, we’re making it easier and more cost effective for members to take advantage of programs that will help them maintain a healthier, and happier, lifestyle.”

For more information about the program, visit [www.AlabamaBlue.com/Blue365](http://www.AlabamaBlue.com/Blue365).

#### ***About Blue Cross and Blue Shield of Alabama***

Blue Cross and Blue Shield of Alabama has insured Alabamians for over 82 years. Blue Cross offers coverage plans to corporations, individuals and the senior market. For more information about Blue Cross, visit [AlabamaBlue.com](http://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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