



## BlueCross BlueShield of Alabama

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### Nearly 5,000 Children Running in the 2019 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 eighth consecutive year. Blue Cross is proud that nearly 5,000 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 providing children more healthy choices 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 9 at 11 a.m.

#### *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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