



*Walking for the health of it.*

*presented by*



**BlueCross BlueShield  
of Alabama**

An Independent Licensee of the Blue Cross and Blue Shield Association

## 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 2020, people across the state of Alabama will lace up their shoes and participate in Blue Cross and Blue Shield of Alabama's 14th annual National Walk@Lunch Day program. Blue Cross proudly facilitates walks throughout many of Alabama's cities, including Birmingham, Montgomery, Huntsville and Mobile.

The Company also provides an interactive National Walk@Lunch Day website where users can find more information and register for walks taking place for individuals, companies and cities all across the great state of Alabama.

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 2020 to be even more successful than 2019. Walk with us as we take steps towards a healthier Alabama!



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**GET INVOLVED!**

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## Quick Facts

- Spring 2020 will be the 14th 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.
- Businesses, cities and other local organizations are invited to plan walks all across the state of Alabama.
- In 2019, Blue Cross donated \$5,000 to the Governor's Commission on Physical Fitness and Sports on behalf of participating businesses, schools and individuals.



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# JOIN US!

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

Walking is one of the easiest and most effective forms of exercise, but it can be hard to find time to enjoy it. That's why we are inviting you to walk during your lunch at the 14th annual National Walk@Lunch Day.

**When:** \_\_\_\_\_

**Where:** \_\_\_\_\_

*For more information, contact:*

\_\_\_\_\_

## Don't forget your walking shoes !



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