



BlueCross BlueShield of Alabama

June 19, 2014
Media Release

Contact: Koko Mackin
205-220-2713

Blue Cross and Blue Shield of Alabama Gives Back to the Community With Day of Caring

Birmingham, AL — Blue Cross and Blue Shield of Alabama is giving back to the community by hosting a Day of Caring. On Saturday, June 21, more than 500 employees and their families will work on projects that will enhance and make a positive difference in Alabama.

“As The Caring Company, we recognize the importance of using our resources to positively impact the communities we serve,” says Terry Kellogg, President and CEO of Blue Cross and Blue Shield of Alabama. “This statewide initiative is just one way we can work together to make an impact for many Alabamians and their families.”

Day of Caring work projects will be held 9-11:30 a.m. at the following locations:

- *Blue Cross and Blue Shield of Alabama*
450 Riverchase Parkway East
Birmingham, AL 35244
 - Assembling wagons for Children’s of Alabama
 - Assembling bicycles for Brookside Boys and Girls Club
 - Assembling backpacks for Jefferson County DHR
 - Assembling essentials bags for Hope Lodge
 - Painting pottery for area shelters
 - Creating cards for patients and clients at the VA hospital, area children’s agencies and local senior centers
 - Boxing food collected at our on-site food drive
- *American Red Cross*
300 Chase Park South
Hoover, AL 35126
 - Preparing disaster kits(Blue Cross employees will also be volunteering at the Red Cross locations in Huntsville, Mobile and Montgomery.)
- *Community Food Banks of Central Alabama*
107 Walker Davis Drive
Birmingham, AL 35209
 - Sorting, boxing and labeling donated non-perishable food items(Blue Cross employees at district offices in Mobile, Foley, Dothan, Huntsville, and Montgomery will donate items from their food drives to their local food banks.)

- YWCA
5916 1st Avenue South
Woodlawn, AL 35212
 - Cleaning facility
 - Mulching playground
 - Hosting children's field day activities

- *Glenwood Autism and Behavioral Health Center*
150 Glenwood Lane
Birmingham, AL 35242
 - Painting living area
 - Cleaning and planting in greenhouse

About Blue Cross and Blue Shield of Alabama

Blue Cross and Blue Shield of Alabama has insured Alabamians for over 77 years. Blue Cross offers coverage plans to corporations, individuals and the senior market. For more information about Blue Cross, visit AlabamaBlue.com.

Blue Cross and Blue Shield of Alabama is an independent licensee of the Blue Cross and Blue Shield Association.