



BlueCross BlueShield of Alabama

**FOR IMMEDIATE RELEASE
January 9, 2017**

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Blue Cross and Blue Shield of Alabama Continues Fight Against Childhood Obesity with Be Healthy School Grant Program

Birmingham, AL - In our commitment to help prevent childhood obesity, Blue Cross and Blue Shield of Alabama is proud to continue its Be Healthy School Grant Program. For the 2017 -2018 school year, Blue Cross will make available \$250,000 and award grants up to \$10,000 to 25 schools across the state that enroll students in grades K through six. Since 2012, Blue Cross has awarded more than \$1 million in 114 Be Healthy School Grants statewide impacting over 57,500 students.

“We are seeing the positive results of healthy lifestyle initiatives being implemented in our schools by students and faculty. The ongoing success of our school grant program validates the investment we are making in the long-term health of Alabama’s children,” says Jeff Adams, Community Relations Manager, Blue Cross and Blue Shield of Alabama.

The grants are for the implementation of school-based health and wellness programs that emphasize increased exercise, nutrition education and parental involvement during the school year. Applications can now be completed on our website at AlabamaBlue.com/schoolgrant. The deadline to submit an application is Friday, March 17, 2017. Each selected school will receive a grant of up to \$10,000, and schools will be further recognized with a Blue Cross Be Healthy School banner. In April 2018, students who successfully complete their school’s program will be presented with Be Healthy awards by Blue Cross.

About Blue Cross and Blue Shield of Alabama

Blue Cross and Blue Shield of Alabama has insured Alabamians for over 80 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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