



BlueCross BlueShield of Alabama

**Media Release
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Blue Cross and Blue Shield of Alabama Hosts National Walk@Lunch Day in Montgomery to Encourage Healthy Lifestyles

MONTGOMERY, AL – Blue Cross and Blue Shield of Alabama is hosting National Walk@Lunch Day on Friday, April 13, 10:30 a.m. to 1:30 p.m. on the Capitol Grounds in Montgomery. We are proud to partner with the City of Montgomery, Governor's Commission on Physical Fitness and Sports, Alabama Department of Public Health, State Employee Insurance Board, and the Alabama Sports Festival Foundation for this special health and wellness event.

Blue Cross recognizes the importance of Alabamians making healthy lifestyle choices which can result in lower healthcare costs. Studies show the cost to treat illness and chronic disease caused by inactive lifestyles is nearly \$1,000 a year for every family in America. Studies show walking just 30 minutes a day can help improve an individual's overall health.

National Walk@Lunch Day is expected to draw hundreds of participants with walks scheduled every 30 minutes beginning at 11:00 a.m. Local businesses, vendors and health organizations will be participating.

This important walking event is part of a growing national workplace fitness effort created in response to recent studies showing Americans do not have time during their day to exercise. National Walk@Lunch Day encourages employees to get active and walk during their lunch break. This commitment can help reduce the likelihood of future health problems and can help lower overall healthcare costs for both the employer and employees.

National Walk@Lunch Day is now a statewide initiative with walks also taking place in Birmingham, Huntsville and Mobile. For more information and to register, go to AlabamaBlue.com/walkatlunch.

About Blue Cross and Blue Shield of Alabama

Blue Cross and Blue Shield of Alabama has insured Alabamians for over 81 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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