



BlueCross BlueShield of Alabama

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Hundreds of Alabamians Getting Healthy at the 2012 National Walk@Lunch Day at Linn Park

BIRMINGHAM, AL – Blue Cross and Blue Shield of Alabama is helping Alabamians step into a healthier lifestyle by hosting National Walk@Lunch Day on Wednesday, April 25, 10:30 a.m. at Linn Park. Walks will start every thirty minutes. Leading a healthier lifestyle can mean lower healthcare costs for Alabamians.

This event is part of a growing workplace fitness effort created in response to recent studies showing Americans do not have time during their day to exercise. Blue Cross is teaming up with other employers in the community to encourage employees to lace up their tennis shoes and walk during their lunch break. This commitment can reduce the likelihood of future health problems and can help lower overall healthcare costs for both the employer and employees.

The U.S. Department of Health and Human Services estimates the cost to treat illness and chronic disease caused by inactive lifestyles is nearly \$1,000 a year for every family in America. Simply getting 30 minutes of moderate physical activity, such as a brisk walk at least five times a week, has significant health benefits and lowers the risk of developing cardiovascular disease, hypertension and type 2 diabetes.

Blue Cross and Blue Shield of Alabama has insured Alabamians for over 75 years. Blue Cross offers coverage plans to corporations, individuals and the senior market. For more information about Blue Cross, visit www.bcbsal.com

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