



BlueCross BlueShield of Alabama

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

BIRMINGHAM, AL – Blue Cross and Blue Shield of Alabama is hosting National Walk@Lunch Day on Wednesday, April 11th, 10:30 a.m. to 1:30 p.m. at Linn Park in downtown Birmingham. We are proud to partner with the City of Birmingham for this special health and wellness event.

Blue Cross recognizes the importance of Alabamians making healthy lifestyle choices which can help manage healthcare costs. According to the U.S. Department of Health and Human Services, the cost to treat illness and chronic disease caused by inactive lifestyles is nearly \$1,000 a year for every family in America. Studies also 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 to Linn Park with walks scheduled every 30 minutes beginning at 11:00 a.m. We are honored to have Birmingham Mayor Randall Woodfin who is scheduled to lead the first walk. Local businesses, vendors, and health organizations will be participating. Fitness demonstrations and health screenings are also scheduled throughout the event.

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 a statewide initiative with walks also taking place in Huntsville, Montgomery 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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