



## **BlueCross BlueShield of Alabama**

**FOR IMMEDIATE RELEASE**  
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### **Blue Cross and Blue Shield of Alabama Recognized by the American Heart Association as a Fit-Friendly Company**

*Blue Cross awarded for taking significant steps to decrease healthcare costs*

BIRMINGHAM, AL. — Blue Cross has been recognized as a Platinum-Level Fit-Friendly Worksite by the American Heart Association for its commitment to decrease healthcare costs by helping employees lead a healthier lifestyle. A Community Innovation Award was also presented to Blue Cross for the Company's hard work in fighting obesity in Alabama through wellness initiatives such as Scale Back Alabama and National Walk at Lunch Day.

“Our employees are our most valuable asset at Blue Cross, so we are committed to showing them ways to incorporate exercise and nutrition both at the workplace and at home,” said Dr. Dow Briggs, Senior Vice President, Business Operations. “We are honored to be recognized by the American Heart Association as a Platinum-Level Fit-Friendly Company. It authenticates our commitment to providing the healthiest workplace environment possible.”

Platinum-level employers are recognized for:

- Offering employees physical activity options in the workplace.
- Increasing healthy eating options at the worksite.
- Promoting a wellness culture in the workplace.
- Implementing at least nine criteria outlined by the American Heart Association in the areas of physical activity, nutrition and culture.
- Demonstrating measurable outcomes related to workplace wellness.

Blue Cross is a strong advocate for helping employees lead healthier lifestyles. We support these efforts through health and wellness initiatives that promote incorporating exercise and better nutrition into everyday life. A 10-week fitness challenge campaign awards financial incentives to employees who successfully meet the program criteria. Blue Cross also encourages overall health by offering exercise classes for all fitness levels, outside walking trails, exercise room, and an annual wellness program.

#### ***About Blue Cross and Blue Shield of Alabama***

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](http://www.bcbsal.com).

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