



## **BlueCross BlueShield of Alabama**

**FOR IMMEDIATE RELEASE**  
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### **A Record Breaking Number of Over 5,400 Children Running in the 2018 Blue Cross and Blue Shield of Alabama Kids Mercedes Marathon**

**BIRMINGHAM, AL** — In a continued effort to fight childhood obesity and encourage healthy lifestyles at an early age, Blue Cross and Blue Shield of Alabama will be the Kids Mercedes Marathon title sponsor for the seventh consecutive year. Blue Cross is proud that 5,413 children will run in this year's event, a record-breaking number for participation.

According to the Centers for Disease Control, childhood obesity has more than tripled in the past 30 years. "Blue Cross recognizes the importance of supporting events like the Kids Mercedes Marathon. The record number of participants in this year's marathon is very encouraging. Studies show childhood obesity has both immediate and long-term effects on health and well-being, so it's critical we take the needed steps to help teach our children how to be healthy both now and for life," says Koko Mackin, Vice President of Corporate Communications and Community Relations.

The Blue Cross and Blue Shield of Alabama Kids Mercedes Marathon is being held at Linn Park, Saturday, February 10 at 11 a.m.

#### ***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](http://AlabamaBlue.com). Connect with us on [Facebook](https://www.facebook.com/bluecrossal), check out our videos on [YouTube](https://www.youtube.com/bluecrossal) and follow us on [Twitter](https://twitter.com/bluecrossal) for more up-to-date information.

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