



BlueCross BlueShield of Alabama

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**Contact: Koko Mackin
205-220-2713**

Blue Cross and Blue Shield of Alabama Continues Fight Against Childhood Obesity with Be Healthy School Grant Program

Birmingham, AL - In our commitment to help prevent childhood obesity, Blue Cross and Blue Shield of Alabama is continuing its Be Healthy School Grant Program. For the 2014 – 2015 school year, Blue Cross will make available \$250,000 and award grants up to \$10,000 to 25 schools across the state that enroll students in grades K through six. The continuation of Blue Cross' grant program is due to its success with a total of \$264,000 granted to 30 schools and over 12,700 students in Alabama since 2011.

"We are extremely pleased with the results of our school grant program these past two years. The interest and enthusiasm from students and faculty statewide remains very strong and shows that this is a solid investment in the long-term health of Alabama's children," says Jeff Adams, Community Relations Manager, Blue Cross and Blue Shield of Alabama.

The grants are for the implementation of school-based health and wellness programs that emphasize increased exercise, nutrition education and parental involvement during the school year. An electronic version of the Be Healthy School Grant Program application can be requested by emailing CommunityRelations@bcbsal.org, and completed applications are due to Blue Cross by March 7, 2014. Each selected school will receive a grant of up to \$10,000, and schools will be further recognized with a Blue Cross Be Healthy School banner. In April 2015, students successfully completing their school's program will be presented Be Healthy awards by Blue Cross.

About Blue Cross and Blue Shield of Alabama

Blue Cross and Blue Shield of Alabama has insured Alabamians for over 77 years. Blue Cross offers coverage plans to corporations, individuals and the senior market. For more information about Blue Cross, visit AlabamaBlue.com.

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