



BlueCross BlueShield of Alabama

FOR IMMEDIATE RELEASE
January 11, 2016

Contact: Koko Mackin
205-220-2713

Blue Cross and Blue Shield of Alabama Appoints New Senior Vice President and Chief Marketing Officer

Birmingham, AL — Rebekah Elgin-Council has been named Senior Vice President and Chief Marketing Officer for Blue Cross and Blue Shield of Alabama. In her new role, Council will lead the Marketing and Sales areas of the company.

Council has been with Blue Cross for 22 years. During her tenure, she has served in the Customer Service, Internal Audit and Claims areas. Most recently, she has served as Vice President of Marketing.

Council is a graduate of the University of Alabama with a Bachelor of Arts degree in English and Public Relations and holds a Master of Business Administration from the University of Alabama at Birmingham. She currently serves on the boards of the Alabama Symphony Orchestra and Birmingham Education Foundation and the advisory boards of the Alys Stephens Center and Birmingham Museum of Art. Council is a member of the Rotary Club of Birmingham and the Junior League of Birmingham and is an alumna of Leadership Birmingham and the Momentum Women's Leadership Program.

About Blue Cross and Blue Shield of Alabama

Blue Cross and Blue Shield of Alabama has insured Alabamians for nearly 80 years. Blue Cross offers coverage plans to corporations, individuals and the senior market. For more information about Blue Cross, visit AlabamaBlue.com.

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