



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 proud to continue its Be Healthy School Grant Program. For the 2015 – 2016 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. Since 2012, Blue Cross has awarded more than half a million dollars in 58 Be Healthy School Grants statewide impacting almost 28,000 students.

“The success of our school grant program validates the investment we are making in the long-term health of Alabama’s children. We are seeing firsthand the results of healthy lifestyle initiatives being implemented in our schools by students and faculty,” 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 6, 2015. 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 2016, 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 78 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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