



BlueCross BlueShield of Alabama

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

5 Ways Blue Cross and Blue Shield of Alabama Invests in a Healthier Alabama

Birmingham, AL – Blue Cross and Blue Shield of Alabama is dedicated to investing time and resources toward helping communities live healthier, safer and more productive lives. Here are five ways Blue Cross and Blue Shield of Alabama is working to improve the health and well-being of Alabamians:

1) The Caring Foundation

In 2016, Blue Cross and its foundation, The Caring Foundation, donated over \$6 million statewide to over 500 charitable organizations in support of health and education initiatives. One of these investments included scholarships for students at the Alabama College of Osteopathic Medicine to improve accessibility to quality, affordable healthcare and help solve a shortage of Alabama-based primary care doctors.

2) United Way

In 2016, Blue Cross employees donated more than \$3.5 million to United Way statewide.

3) Be Healthy School Grant Program

In a commitment to help prevent childhood obesity, Blue Cross will award \$250,000 in grants to 26 schools statewide for the 2017-2018 school year. Since 2012, Blue Cross has awarded over \$1 million in 114 Be Healthy School Grants statewide, impacting more than 57,500 students.

4) National Walk @ Lunch Day and Alabama Walk@School Day

More than 100,000 participated in Blue Cross' 11th annual National Walk @ Lunch Day and Alabama Walk@School Day events statewide.

5) Day of Caring

Over 400 Blue Cross employees and their families volunteered for a combined 1,600 service hours on a Saturday to work on community projects that improve lives and make a positive difference throughout Alabama for the sixth annual Day of Caring.

"We believe in the importance of giving back and using our strengths and resources to positively impact the communities we serve," said Terry Kellogg, President and Chief Executive Officer, Blue Cross and Blue Shield of Alabama. "As a good corporate citizen, we want to do our part to improve the health and well-being of Alabamians by investing in communities throughout the state."

To learn more about how Blue Cross and Blue Shield of Alabama is giving back to the community and helping build a healthier Alabama, visit our [Community Involvement](#) page online for details and annual reports.

The Blue Cross Blue Shield Association (BCBSA) also gives back on a national level and has just released its ninth annual "The Health of America Community Investment Report." This report highlights the 36 Blue Cross and Blue Shield (BCBS) companies' commitment to helping Americans across the country live healthier lives.

These efforts contributed nearly 400,000 volunteer hours and more than \$250 million in community health investments across the BCBS companies and their foundations.

“Investing in the health and well-being of our communities has been a long-standing tradition of Blue Cross and Blue Shield companies for nearly 90 years,” said BCBSA President and CEO Scott P. Serota. “We’re proud to be a part of the great work taking place in the communities where our members live and work. By supporting these efforts, we can make progress toward reducing health disparities and achieving healthier outcomes for every American across the country – leading to healthier generations in the future.”

To learn more about how other Blue Cross and Blue Shield companies across the country are improving the health and wellness of our nation, you may view the full report at www.bcbs.com/investingincommunities.

About Blue Cross and Blue Shield of Alabama

Blue Cross and Blue Shield of Alabama has insured Alabamians for 81 years. Blue Cross offers coverage plans to corporations, individuals and the senior market, serving over 3 million members. For more information about Blue Cross, visit AlabamaBlue.com. Connect with us on [Facebook](#), check out our videos on [YouTube](#) and follow us on [Twitter](#) for more up-to-date information.

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

About Blue Cross Blue Shield Association

The Blue Cross Blue Shield Association is a national federation of 36 independent, community-based and locally operated Blue Cross and Blue Shield companies that collectively provide healthcare coverage for one in three Americans. BCBSA provides health care insights through [The Health of America Report](#) series and the national [BCBS Health Index](#). For more information on BCBSA and its member companies, please visit bcbs.com. We also encourage you to connect with us on [Facebook](#), check out our videos on [YouTube](#), follow us on [Twitter](#) and check out [The BCBS Blog](#).