



BlueCross BlueShield of Alabama

FOR IMMEDIATE RELEASE
February 11, 2014

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Over 4,700 Children Running in the Blue Cross and Blue Shield of Alabama Kids Mercedes Marathon

BIRMINGHAM, AL — Over 4,700 children will run in this year's Blue Cross and Blue Shield of Alabama's Kids Mercedes Marathon, a 15% increase from last year and a record-breaking number for participation. In a continued effort to fight childhood obesity and to encourage healthy lifestyles at an early age, Blue Cross is sponsoring this year's event, part of their three year commitment to being the title sponsor.

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 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 this Saturday, February 15 at 11 a.m.

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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