



## BlueCross BlueShield of Alabama

**FOR IMMEDIATE RELEASE**  
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### **Be Healthy School Grant Program Application Deadline is this Friday, March 6**

**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. **The deadline to apply is this Friday, March 6.** The application process is easy, and Alabama public and private schools are encouraged to apply. An electronic version of the Be Healthy School Grant Program application can be requested by emailing [CommunityRelations@bcbsal.org](mailto:CommunityRelations@bcbsal.org).

For the 2015 – 2016 school year, Blue Cross is making available \$250,000 and will award grants up to \$10,000 each to 25 schools across the state that enroll students in grades K through sixth.

The grants are to implement school-based health and wellness programs that emphasize increased exercise, nutrition education and parental involvement during the school year. 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.

Since 2012, Blue Cross has awarded more than half a million dollars in 58 Be Healthy School Grants statewide, impacting almost 28,000 students

#### ***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](http://AlabamaBlue.com).

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