



BlueCross BlueShield
of Alabama



My Heart. My Life.

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Contact: Koko Mackin
205-220-2713

Blue Cross and Blue Shield of Alabama Recognized by the American Heart Association as a Fit-Friendly Company

BIRMINGHAM, AL. — Blue Cross has been recognized as a Platinum-Level Fit-Friendly Worksite by the American Heart Association for providing a culture of corporate wellness with extraordinary, tangible results. A Community Innovation Award was also presented to Blue Cross for the Company's commitment to fighting childhood obesity in Alabama. This is the fourth year Blue Cross has been awarded this recognition.

"We are honored to be recognized again by the American Heart Association as a Platinum-Level Fit-Friendly Worksite. Our employees are our most valuable asset at Blue Cross, so we are committed to showing them ways to make healthy lifestyle choices both at home and at the workplace," said Dr. Dow Briggs, Chief Business Officer, Blue Cross and Blue Shield of Alabama. "This recognition endorses our commitment to providing our employees with the healthiest work environment."

Platinum-level employers are recognized for:

- Offering employees physical activity options in the workplace.
- Increasing healthy eating options at the worksite.
- Promoting a wellness culture in the workplace.
- Implementing at least nine criteria outlined by the American Heart Association in the areas of physical activity, nutrition and culture.
- Demonstrating measurable outcomes related to workplace wellness.

Blue Cross is a strong advocate for helping employees lead healthier lifestyles. We support these efforts through health and wellness initiatives that promote incorporating exercise and better nutrition into everyday life. Blue Cross encourages overall health by offering exercise classes for all fitness levels, outside walking trails, fitness center, and an annual wellness program.

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.

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

About the American Heart Association

The American Heart Association is devoted to saving people from heart disease and stroke – America's No. 1 and No. 4 killers. We team with millions of volunteers to fund innovative research, fight for stronger public health policies, and provide lifesaving tools and information to prevent and treat these diseases. The Dallas-based association is the nation's oldest and largest voluntary organization dedicated to fighting heart disease and stroke. To learn more or join us, call 1-800-AHA-USA1 or any of our four offices around the country, or visit www.heart.org.