



BlueCross BlueShield of Alabama

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National Business Group on Health Honors Blue Cross and Blue Shield of Alabama with Best Employers for Healthy Lifestyles® Award

BIRMINGHAM, AL – The National Business Group on Health, a non-profit association of large employers, honored Blue Cross and Blue Shield of Alabama for its commitment to promoting a healthy workplace and encouraging workers and families to maintain healthy lifestyles.

Blue Cross was among 63 employers that received the 2014 *Best Employers for Healthy Lifestyles* award at the Leadership Summit sponsored by the National Business Group on Health's Institute on Innovation in Workforce Well-being. Blue Cross received a Platinum Award for its overall workplace well-being initiatives. This is the fifth year Blue Cross has received an award.

"It is an honor to be recognized on a national level for our company's commitment to support our employees' health and well-being," said Terry Kellogg, President and CEO, Blue Cross and Blue Shield of Alabama. "Helping to educate our employees and their families about how to lead healthy lifestyles is one way to help improve the health of our employees and control costs."

Brian Marcotte, President and CEO of the National Business Group on Health, commented: "We are very pleased to honor Blue Cross and Blue Shield of Alabama for its dedication to providing programs that encourage wellness and healthy lifestyles for their employees and families. Blue Cross is among an elite group of organizations that are leading the way to promote healthy workplaces and lifestyles. Blue Cross and its management team should be proud of their efforts and we congratulate them on receiving this award."

Winners of the "*Best Employers for Healthy Lifestyles*" awards were honored in one of two categories: Platinum, for exemplary workplace well-being programs, cultures and results; or Gold, for creating cultural and environmental changes that support employees in their lifestyle and behavior changes.

About Blue Cross and Blue Shield of Alabama

Blue Cross and Blue Shield of Alabama has insured Alabamians for 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 National Business Group on Health

The National Business Group on Health is the nation's only non-profit, membership organization of large employers devoted exclusively to finding innovative and forward-thinking solutions to their most important health care and related benefits issues and to being the voice for large employers on national health care issues. The Business Group, whose 392 members include 69 of the *Fortune 100*, identifies, develops and shares best practices in health benefits, disability, health and productivity, related paid time off and work/life balance issues. Business Group members provide health coverage for more than 55 million U.S. workers, retirees and their families. For more information, visit www.businessgrouphealth.org.

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