15,000 Volunteer Hours Provided In One Day By 3,000 Blue Cross Employees

Massachusetts' leading health plan announces first ever all-company Service Day

BOSTON — September 7, 2011 — September 20, 2011 will be a day like no other in the nearly 75-year history of Blue Cross Blue Shield of Massachusetts (BCBSMA). Instead of engaging in a typical work day more than 3,000 BCBSMA employees, known as "BlueCrew" volunteers, will fan out across the state to provide 15,000 volunteer hours to nearly 30 schools, parks, and other community organizations. The event, known as Service Day powered by BlueCrew, marks a new annual tradition for BCBSMA. The company will remain open for business to support member/customer service needs, but in a reduced capacity as employees focus on meeting the needs of the community.

"Since our founding in 1937, BCBSMA has been committed to playing a leadership role in giving back to our community," said Andrew Dreyfus, BCBSMA's President and CEO. "As we approach the company's 75th anniversary next year, this first-of-its-kind event is a contemporary expression of our deep commitment and strong legacy of helping the people who live and work in the communities where we do business."

Service Day BlueCrew volunteer opportunities range from:

- Creating a safe and fun schoolyard for students at the King K-8 School in Dorchester
- Restoring parks and playfields impacted by tornadoes in the Town of Monson
- Constructing a children's nature play area at the Mass. Audubon'sBroad Meadow Brook Conservation Center and Wildlife Sanctuary in Worcester

"In such a difficult economic time, it's more important than ever for our businesses to support families and children in need of help," said Mayor Thomas M. Menino of Boston. "Blue Cross is playing a leadership role in improving the lives of families in need and creating a safe environment for our kids. Service Day is a testament to their dedication to the community. I look forward to joining them at the King School in the Circle of Promise on September 20."

Blue Cross Blue Shield of Massachusetts will remain open on September 20 in a limited capacity. Dedicated call center associates, essential to supporting BCBSMA members, will continue to work throughout the day, operating in shifts to ensure they can join in Service Day activities. During their volunteer shifts, these associates will sort items collected in office donation drives and assemble educational and welcome baby kits for Cradles to Crayons. The kits will be delivered to children and parents in need across Massachusetts.

The complete list of community organizations receiving support include:

Boston Area Organizations	Organizations In Other Communities
Big Sister Boston at Bromley-Heath Tenant Management Corporation, Jamaica Plain	Crossroads for Kids, Duxbury
Cradles to Crayon, Brighton	Interfaith Social Services, Quincy
Boston Harbor Island Alliance, Peddocks Island/Boston	Father Bill's & MainSpring, Brockton
Dimock Center, Roxbury	Mass. Audubon Society's Broad Meadow Brook Conservation Center, Worcester
Fenway High School, Fenway	Old Colony YMCA, Stoughton
Food Project, Roxbury	Old Colony YMCA, Plymouth
Franklin Park Coalition, Franklin Park Woodlands	Plymouth Plantation, Plymouth
Emerald Necklace Conservancy, Olmstead Park Boston	South Shore Stars, Westwood
Esplanade Association, Boston Esplanade	Food Project, Lincoln
Greater Boston Food Bank, Boston	Salvation Army, Sharon
Grow Boston Greener, Nira Rock in Jamaica Plain	Veteran Affairs Medical Center, Brockton

King K-8 School (Circle of Promise), Dorchester

Town of Monson, Western Mass.

Massachusetts Audubon Society, Boston

Playworks at Dever School, Dorchester

Save the Harbor/Save the Bay, South Boston and North Dorchester Bays

Sportsmen's Tennis Club, Dorchester

Thompson Island Outward Bound Education Center, Boston

Zoo New England, Boston

Service Day volunteer projects align with BCBSMA's new Corporate Citizenship strategy focused on four key areas:

- Healthy Child Development
- Education Enrichment
- Healthy Environments & Family Nutrition
- Sustainable Health Care

Follow BlueCrew @ Blue Cross Blue Shield of Massachusettson Facebook to learn more about the Service Day projects supported.

About Blue Cross Blue Shield of Massachusetts Corporate Citizenship
For more than 74 years BCBSMA has been serving the community as a locally-based, community-focused health plan. Through strategic investment, targeted initiatives, and the engaged civic leadership of our associates, BCBSMA is a catalyst for improving the health, vitality, and educational excellence of families facing economic challenge in the Commonwealth through its four focus areas of: healthy child development, education enrichment, healthy environments/family nutrition, and sustainable health care.

About Blue Cross Blue Shield of Massachusetts
Blue Cross Blue Shield of Massachusetts (www.bluecrossma.com) was founded 74 years ago and is now the largest private health plan in the state, providing coverage to nearly 3 million members. BCBSMA believes in working with physicians, hospitals, employers and the broader community to provide quality, affordable health care in Massachusetts. Blue Cross Blue Shield of Massachusetts is an independent licensee of the Blue Cross Blue Shield Association.

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