Let the Games Begin!

Blue Cross Blue Shield of Massachusetts teams up with the Massachusetts Senior Games to kick off the 22nd annual summer athletic games

SPRINGFIELD & BOSTON, Mass., June 10, 2013 — For the 10th year in a row, Blue Cross Blue Shield of Massachusetts (BCBSMA) and the Massachusetts Senior Games are teaming up to bring a spirit of athleticism and healthy competition to Springfield and other communities across the state.

For more than two decades, the Massachusetts Senior Games — a non-profit, volunteer organization formed in 1991 — has been working to improve the health and fitness of older adults, ages 40 and over, through fitness activities, competitive athletic events and health education programs. Open to men and women of all skill levels, the Senior Games provide athletes with the opportunity to compete for gold, silver and bronze medals in a variety of summer and winter events.

The majority of the summer events ranging from basketball, swimming, volleyball, track and field, among many others will be held in Springfield June 15-16. Other events will take place at various dates and locations across Massachusetts. For a full list visit: http://www.maseniorgames.org.

"The support from integral partners like Blue Cross is key to our continued growth and success," said Larry Libow president of the Massachusetts Senior Games. "We began with 150 spirited senior athletes in 1991 and now have more than 1,100 who can participate in a spectrum of 22 summer and 3 winter events, among many other activities throughout the year."

"Blue Cross has long been committed to programs that encourage the community and seniors to lead healthy and active lifestyles," said Claire Comstock, Senior Director of Retail Sales and Retention for Blue Cross. "We are proud to be a supporter of this outstanding organization. We wish the athletes good luck and lots of fun!"

BCBSMA is no stranger to the game when it comes to health and wellness. For decades Blue Cross has been working alongside the community, its members and employer accounts — including the Town of Ware and others in the Western Mass. community — to help them shape and implement tailored health and wellness programs designed to make a sustainable impact on improving health, wellness and physical fitness which ultimately contributes to lower health care costs.

To learn more about Massachusetts Senior Games visit: http://www.maseniorgames.org.

To learn more about BCBSMA's wellness programs visit the Worksite Wellness website.

About Blue Cross Blue Shield of Massachusetts
Blue Cross Blue Shield of Massachusetts is a community-focused, tax-paying, not-for-profit health plan headquartered in Boston. We are committed to working with others in a spirit of shared responsibility to make quality health care affordable. Consistent with our corporate promise to always put our 2.8 million members first, we are rated among the nation's best health plans for member satisfaction and quality.

About the 2013 Massachusetts Senior Games
The Massachusetts Senior Games is a non-profit, volunteer organization formed in 1991 to promote the health and fitness of older adults in the Commonwealth through health education programs, fitness activities and competitive athletic events.

For further information: CONTACT: Jenna McPhee Public Relations, BCBSMA 617-246-7412 Jenna.mcphee@bcbsma.com Larry Libow Managing Director, Mass. Senior Games 413-206-6274 Larry@MASeniorGames.org