Blue Cross Blue Shield of Massachusetts Honors Associates During Annual Excellence in Service Awards

New Bedford resident is given Volunteer of the Year distinction

BOSTON — June 12, 2013 —Blue Cross Blue Shield of Massachusetts (BCBSMA) celebrated its 10th annual Excellence in Service Awards, honoring associates who volunteered their time and expertise to numerous nonprofit organizations throughout Massachusetts. This year's prestigious Excellence in Service Award recognition was given to New Bedford resident, Greg Smith. The Excellence in Service Award is given to a BCBSMA associate or team of associates who make a sustainable and tangible impact on a nonprofit organization(s) in Massachusetts.

During his opening remarks, Andrew Dreyfus, President & CEO of BCBSMA, noted how grateful he was to join with our community of associates and nonprofit partners to recognize the generosity and kindness of colleagues — like Greg — who dedicate their time and talent as volunteers.

Greg's accomplishments are numerous. Since 2003, he's been involved with the American Cancer Society's Making Strides Against Breast Cancer, a walk raising funds and awareness to fight breast cancer, after learning that his mother had been diagnosed with cancer. Additionally, he's been mentoring his "Little Brother" for more than nine years through Big Brothers Big Sisters of Massachusetts Bay. Greg was also honored for supporting veterans through his motorcycle club, which holds annual rides to support wounded military servicemen and women. View a video of Greg's accomplishments here.

"Greg's commitment to mentoring, cancer prevention and wounded veterans, are inspiring and admirable," said Jeff Bellows, Vice President of Corporate Citizenship at Blue Cross Blue Shield of Massachusetts. "He is an example of what we all hope to be—someone who tirelessly gives back to his community without hesitation."

To foster an environment of community involvement, BCBSMA encourages associates to participate in its Associate Volunteer Program, known as BlueCrew. Full-time associates are eligible for up to 15 hours of paid volunteer leave time per calendar year and an additional 37.5 hours for participating in an education-related initiative like student mentoring programs. Part-time associates receive up to 8 hours for regular volunteer activities and an additional 18.75 hours for educational activities. Last year, over 90% of all associates participated in BlueCrew programs.

As the largest community-focused, taxpaying, not-for-profit health plan in Massachusetts, BCBSMA has a strong commitment to the community. In 2012 alone, associates contributed more than 26,600 volunteer service hours to nonprofit organizations across the Commonwealth. Additionally, the company contributed more than $1.6 billion to the Massachusetts economy and gave nearly $6.3 million to 550 nonprofit organizations. To learn more about BCBSMA's Corporate Citizenship efforts, visit BlueCrew @ Blue Cross Blue Shield of Massachusetts on Facebook or our annual Corporate Citizenship Report.

About Blue Cross Blue Shield of Massachusetts Blue Cross Blue Shield of Massachusetts (http://www.bluecrossma.com) 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.

For further information: CONTACT: Shirley J. Knowles 617.246.2373 shirley.knowles@bcbsma.com

---

Additional assets available online: Photos (1) Documents (1)