Blue Cross Blue Shield of Massachusetts' Annual 5K Race Raises $9,000 for the United Way's Thanksgiving Project

November 15, 2013 — Nearly 400 runners, walkers, and spectators participated in Blue Cross Blue Shield of Massachusetts' (BCBSMA) annual 5K walk+run - raising $9,000 for the United Way's Thanksgiving Project. The money raised will aid the United Way with its goal to provide a Thanksgiving meal for 5,000 families in need, and help the non-profit organization distribute more than 100,000 pounds of food to 13 regions throughout Massachusetts.

"Our annual 5K race in Hingham is a testament to our more than 75 year legacy of community commitment and improving the lives of children and families in need in Massachusetts," said Andrew Dreyfus, President and CEO of Blue Cross Blue Shield of Massachusetts and Board Chair of the United Way. "It is also an event that our associates rally around and look forward to because it benefits an important community partner — the United Way. We are grateful that thousands of families in Massachusetts will have a Thanksgiving meal this year because of the funds that were raised."

"As one of the region's largest nonprofits, the United Way's mission is to bring communities together to help improve people's lives and strengthen the neighborhoods in Massachusetts," said Caeli Rubens from the United Way. "We are so pleased to have the support of Blue Cross — especially during the holidays. The annual 5K race goes a long way in helping us achieve our mission and feed families in need year after year."

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. BCBSMA also has a strong commitment to the community. In 2012 alone, more than 3,000 of our associates contributed more than 26,600 volunteer service hours to nonprofit organizations across the Commonwealth, the company contributed more than $1.6 billion to the Massachusetts economy and gave nearly $6.3 million in philanthropic contributions to 560 nonprofit organizations. To learn more about BCBSMA's Corporate Citizenship efforts, visit BlueCrew @ Blue Cross Blue Shield of Massachusettson Facebook or our annual Corporate Citizenship Report.

About United Way of Massachusetts Bay — Merrimack Valley
One of the region's largest nonprofits, United Way's work ensures that children enter school ready to learn, youth stay engaged in school so they graduate with options for the future, and parents attain financial stability. No other single organization has the scope, expertise, and influence to bring together hundreds of human services agencies, government, businesses, private foundations and dedicated volunteers around a common vision of creating maximum impact and achieving long-lasting results.

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