

## **The Stories: A Thoughtful Look at Innovative Approaches to Corporate Social Responsibility**

**Blue Cross Blue Shield of Massachusetts Corporate Citizenship Report showcases its belief that the strength of the company is tied to the strength of its community**

**BOSTON — June 2, 2014 —** [Blue Cross Blue Shield of Massachusetts](#) (BCBSMA) recently unveiled its 2013 Corporate Citizenship Report, an introspective look at the company's corporate investment, civic engagement and sustainability efforts. Using a rich collection of company, employee and nonprofit stories, the report outlines the positive impact BCBSMA had on the environment, the economy, and its nonprofit partners in 2013.

"We are honored to serve the communities of Massachusetts and are ever mindful of our duty to wisely invest the resources entrusted to us—time, talent, as well as financial," said Jeff Bellows, BCBSMA Vice President of Corporate Citizenship. "We demonstrate our values and commitment to being a thoughtful and effective corporate citizen through partnerships with community-based organizations with a shared goal of promoting good health and economic opportunity."

As highlighted in the report, in 2013, BCBSMA.

Advancing the health and wellbeing of children and families is essential to BCBSMA's mission. Through strategic investment, targeted initiatives, and the civic leadership of its associates, Blue Cross works to improve the lives of families and communities in need. All associates are supported and encouraged to be engaged in the community. The company offers paid time off to volunteer and provides opportunities for all employees to get involved.

View the 2013 Corporate Citizenship Report [here](#).

### **About Blue Cross Blue Shield of Massachusetts**

Blue Cross Blue Shield of Massachusetts ([www.bluecrossma.com](http://www.bluecrossma.com)) is a community-focused, tax-paying, not-for-profit health plan headquartered in Boston. We are the trusted health plan for more than 31,500 Massachusetts employers and 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. Connect with us on [Facebook](#), [Twitter](#), [YouTube](#) and [LinkedIn](#).

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