Blue Cross Blue Shield of Massachusetts Associates Believe "Giving Makes You Happy"

Employees smash donations goal; raise over $720K for the United Way of Massachusetts Bay and Merrimack Valley

BOSTON — June 18, 2014 — Blue Cross Blue Shield of Massachusetts (BCBSMA) recently completed its 2014 United Way Campaign, raising over $720K for children and families throughout eastern Massachusetts.

"Because of our associates, more children will receive help with early childhood development, more youth will have access to quality education, and more families in need will receive the services they deserve," said Andrew Dreyfus, BCBSMA President and CEO. "I'm proud to work beside colleagues who want to help their neighbors and who care so deeply for others in their community."

BCBSMA and the United Way have a long-standing partnership that has spanned over a decade. The campaign encouraged BCBSMA associates to donate to the United Way Fund through a tax-deductible payroll contribution. Associates were given the opportunity to designate their gift to an agency of their choice and/or to a United Way Fund. This year's donations totaled over $360K, $10K above the fundraising goal, and the company matched the donations dollar for dollar. In addition to the campaign, BCBSMA also supports the United Way's Annual Healthcare Leadership Breakfast, and President and CEO Andrew Dreyfus serves as the United Way's Board Chair.

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. For more information, read the 2013 Corporate Citizenship Report.

About Blue Cross Blue Shield of Massachusetts
Blue Cross Blue Shield of Massachusetts (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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