Service Day: One Community. One Blue.

Blue Cross Blue Shield of Massachusetts to hold fourth annual company-wide day of service

BOSTON — September 17, 2013 (Click to Tweet) – Blue Cross Blue Shield of Massachusetts (Blue Cross) will hold its fourth annual company-wide Service Daytoday. Close to 3,200 employees will volunteer at 45 different community sites across the state to beautify recreational areas, prepare meals, assemble food and clothes items, and enhance educational facilities, among many other activities.

"Service Day strengthens cities, towns, and neighborhoods across Massachusetts and supports the meaningful work of our nonprofit partners," said Andrew Dreyfus president and CEO. "Its impact is extraordinary. This year, our associates will contribute more than 20,000 volunteer hours. Never am I prouder to be the leader of this community-focused company than on Service Day."

To support the community service projects, sites receive a $5,000 grant. Blue Cross donates over $400,000 to the community partners in total on Service Day. Advancing the health and wellbeing of children and families is essential to Blue Cross' mission. Through strategic investment, targeted initiatives, environmentally sustainable practices and the civic leadership of its associates, Blue Cross works to improve the lives of families and communities in need. For more information, read the 2013 Corporate Citizenship Report or watch highlights from Service Day 2013.

2014 Service Day community partners and projects:

Organization	Location	Project Description
American Red Cross of Massachusetts	Roxbury	Bag and organize groceries to benefit families in need across the commonwealth.
Appalachian Mountain Club	West Bridgewater	Restore and conserve the Bay Circuit Trail.
Big Sister Association of Greater Boston	South Boston	Renovate and beautify the Old Colony Housing Project by painting, landscaping and creating more functional spaces for residents.
Boston Harbor Island Alliance	Peddocks Island	Participate in a beach clean-up and ensure the islands remain vibrant, public space - now and for future generations.
Boston Renaissance Charter Public School	Hyde Park	Help build a portable whiteboard, tables, and benches that will allow teachers to take any class outside.
Boys & Girls Clubs of Boston	Roxbury	Beautify the grounds, spruce up the playground, and prepare healthy snacks for hundreds of kids.
Camp Harbor View	Boston Harbor Island	Clean, organize and winterize after a summer of exploration and education.
Community Servings	Jamaica Plain	Chop, peel, and dice 2,800 pounds of produce that will be used to provide 8,500 lunches and dinners to 875 individuals and families who are homebound with acute life-threatening illnesses.
Cradles to Crayons	Brighton	Sort donations at the Giving Factory.
Crittenton Women's Union	Brighton	Beautify the facility through indoor and outdoor maintenance projects.
Crossroads for Kids	Duxbury	Prepare camp for its school year programming.
Emerald Necklace Conservancy	Brookline	Tackle large strands of invasive plants that are threatening the woodlands in Olmsted Park.
Father Bills & Main Spring	Brockton	Beautify the inside and outside of the facility to help guests feel welcome.
Franklin Park Coalition	Dorchester	Clear invasive plants and replace them with native species as well as other projects rejuvenating the park.
Girls Scouts of Eastern Massachusetts	Plymouth	Paint, stain, rebuild, refurbish and landscape Camp Wind in the Pines.

Hull Lifesaving Museum	Hull	Scrape and paint hulls, replank the ramp at the Windmill Point boathouse, and help prepare for the fall rowing season.
Ascentria Care Alliance	Sutton	Participate in planting and harvesting at New Lands Farm.
Magical Moon Farm	Marshfield	Create an enchanted outdoor retreat for children facing life threatening illness.
Massachusetts Audubon Society	Mattapan	Spruce up the Nature Nook and restore a portion of the two-mile trail system.
Massachusetts Coalition for the Homeless	Lynn	Paint furniture to accompany new beds for children and household items for clients to easily view and select for their new apartments.
Old Colony YMCA—Bridgewater	East Bridgewater	Create a story book trail for kids and build a greenhouse to teach children about healthy living.
Old Colony YMCA—Brockton (Middleboro site)	Middleboro	Refurbish campgrounds, replace benches, and add a flower garden.
Old Colony YMCA—Plymouth	Plymouth	Create a volleyball court to increase access to outdoor recreational activities.
Old Colony YMCA—Stoughton	Stoughton	Build an Outdoor Science Discovery Center.
People Making a Difference Through Community Service	Cambridge	Assemble Lego protein science kits.
Pine Street Inn	South End, Boston	Chop more than 1,700 lbs of vegetables for emergency shelter meals.
Playworks	Lawrence	Beautify the playground and soccer field, as well as engage with students as "Assistant Coaches" during organized recess activities.
Project Just Because	Hopkinton	Assemble holiday packages of toys and other surprises.
Rebuilding Together Springfield	Springfield	Improve the home of an OEF/OIF Veteran by painting and landscaping.
Save the Harbor/Save the Bay	South Boston	Clean and beautify over 10 acres of beaches, board walks, pathways and parks.
STARS	Westwood	Prepare the camp for winter by repairing picnic tables, cabins and the amphitheater.
The Food Project	Dorchester	Harvest food from the farm distributed through community supported agriculture programs and farmers' markets, and donated to local hunger relief organizations.
The Greater Boston Food Bank	Boston	Inspect, sort and repack donated grocery items in their warehouse – one of the largest food banks in the country.
The Salvation Army	Sharon	Spruce up the camp, which provides an overnight experience for more than 1,200 disadvantaged youth.
The Trustees of Reservations	Hingham	Prepare vegetable beds for winter, paint the livestock barn, maintain trails, and winterize the farm, greenhouse, and the barn.
Thompson Island Outward Bound	Boston Harbor Island	Prepare for the annual 4K Trail Run on Thompson Island on September 18.
Thrive in 5 – United Way of MA Bay	Boston	Build craft kits for kids.
VA Boston Healthcare System – Brockton	Brockton	Paint, landscape, window wash, and write letters to WWII veterans.

West End House Boys & Girls Club	Allston	Decorate a welcoming and motivational space for college-bound teenagers, create school supply bags for elementary school students, and prepare more than 1,000 delicious meals for young people from ages 7 to 18.
YMCA Cape Cod	Sandwich	Participate in trail maintenance, interior and exterior painting, and drywalling a new cabin.
YMCA Greater Boston	Roxbury & Dorchester	Landscape, garden and build a haunted house in preparation for Halloween.
Youth Build Boston	Roxbury	Participate in interior painting, light repairs, and outdoor beautification at Paige Academy.
Zoo New England	Dorchester	Weed in the giraffe savannah, harvest produce in the organic garden, and prepare arts and crafts activities for children's events.

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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