

## Investing Locally To Create a Healthier Massachusetts Company's commitment to healthy living showcased in summer fitness series and new national report

**BOSTON - June 21, 2017** This summer, Blue Cross Blue Shield of Massachusetts is making it easy to get active by partnering with several local nonprofits to offer four unique, free outdoor fitness programs throughout the Boston area. Working with the City of Boston, Esplanade Association, Rose Kennedy Greenway, and The Trustees, residents of all ages and abilities have access to more than 35 free weekly fitness classes and activities ranging from yoga and tai chi to boot camp training and hiking. The four programs are:



*Boston Park Summer Fitness Series kick-off in Copley Square on June 1.*

[Boston Parks Summer Fitness Series](#) (June 3 to August 31) – A partnership with the Boston Public Health Commission and Boston Parks & Recreation Department that brings accessible, affordable physical activity to Boston's neighborhoods (see photo below).

[Esplanade Association's Healthy, Fit & Fun 2017](#) (July 11 to September 7) – A variety of professionally led outdoor fitness classes that promote exercise and good health in a fun group setting while enjoying the beauty of the Esplanade.

[The Greenway Fitness Classes](#) (June 6 to October 12) – Over 100+ free classes covering a range of workouts and abilities, including a workplace wellness boot camp designed for employees in nearby offices.

[The Trustees' Hike 125](#) (through December 31) – A hiking challenge with prizes to encourage residents to take advantage of The Trustees' 116 hiking trails and sites.

"We are dedicated to helping Massachusetts residents live healthier, happier, and more productive lives," said Jay McQuaide, Blue Cross Senior Vice President of Corporate Communications and Citizenship. "Americans only spend 7% of their time outside, and only one in four adults in Massachusetts has exercised in the past 30 days. Our focus is [Healthy Living](#), and we support programs that address how healthy eating, active lifestyles, and positive environments are essential to maintaining a vibrant and healthy life."

The company's commitment to healthy living is the cornerstone of its work in the community. In 2016, Blue Cross and its foundation invested \$10 million in more than 500 nonprofits throughout the state. Additionally, 3,200 Blue Cross associates, or 90% of all employees, volunteered more than 23,000 service hours to 245 projects that improved the health of communities across the Commonwealth. Blue Cross Blue Shield of Massachusetts' corporate citizenship work is included in a new report released by the Blue Cross Blue Shield Association that highlights the impact of all Blue Cross plans.

The ninth annual [Health of America Community Investment report](#) details how the 36 locally based and independently operated Blue Cross and Blue Shield (BCBS) companies and their foundations are helping all Americans lead healthier lives. Collectively, the companies contributed a total of nearly 400,000 volunteer hours and more than \$250 million in community health investments across the BCBS system. Employees of BCBS companies also donated nearly \$11 million to community health initiatives in 2016.

"Investing in the health and well-being of our communities has been a tradition of Blue Cross and Blue Shield companies for nearly 90 years," said BCBSA President and CEO Scott P. Serota. "We're proud to be a part of the great work taking place in the communities where our members live and work. By supporting these efforts, we

can make progress toward reducing health disparities and achieving healthier outcomes for every American – leading to healthier generations in the future.”

To learn more about how BCBS companies are improving the health and wellness of members and their communities, view the report at [https://www.bcbs.com/about-us/corporate-social-responsibility?utm\\_source=bcbscom&utm\\_medium=release&utm\\_content=&utm\\_campaign=2017-cir#community-investment-report](https://www.bcbs.com/about-us/corporate-social-responsibility?utm_source=bcbscom&utm_medium=release&utm_content=&utm_campaign=2017-cir#community-investment-report)

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

Blue Cross Blue Shield of Massachusetts ([bluecrossma.com](http://bluecrossma.com)) is a community-focused, tax-paying, not-for-profit health plan headquartered in Boston. We’re the trusted health plan for more than 25,000 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’re 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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