3,000 BLUE CROSS BLUE SHIELD EMPLOYEES SUPPORT 55 LOCAL NON-PROFITS ON 15TH ANNUAL SERVICE DAY

BOSTON, Sept. 25, 2025 /PRNewswire/ -- Today, nearly 3,000 Blue Cross Blue Shield of Massachusetts ("Blue Cross") employees will be volunteering at service projects to support 55 not-for-profit organizations across Massachusetts and beyond in celebration of the company's 15th annual Service Day.



The big picture: Launched in 2011, Service Day offers Blue Cross employees the opportunity to volunteer with not-for-profit organizations on service projects that reflect Blue Cross' commitment to supporting healthy, equitable, and sustainable communities in Massachusetts.

How it works: This year, 1,600 employees will be volunteering at community partner sites throughout Massachusetts, while 500 will be participating in projects at Blue Cross' Hingham and Boston offices, and over 900 will be volunteering virtually. Partner organizations also receive a minimum $3,000 financial contribution.

What they're saying: "We're so grateful to be able to partner with extraordinary organizations that help feed, house, clothe and care for our neighbors across Massachusetts. At Blue Cross, Service Day is one of our favorite days – but our commitment to making our communities healthier lasts all year, every year," said Sarah Iselin, Blue Cross' president and CEO.

By the numbers: Since Service Day's inception, the total value of Blue Cross' financial and volunteer support has reached $12 million. Additional facts over the last 15 years of service include:

- 45,000 acts of service
- 200 unique community partners
- Over 230,000 hours dedicated to volunteer service
- 1,228 associates have been with us for all 15 Service Days

Our partners: Our 2025 Service Day partners include Communities for People (Boston), Girls Inc. of Worcester, Prison Book Program (Quincy), Greater Holyoke YMCA (Holyoke), and many others. A full list of partners by region is here.

We have partnered with the following 11 organizations for all 15 years since Service Day began:

- Brockton VA
- Cathleen Stone Island Outward Bound Education Center
- Cradles to Crayons
- Crossroads
- The Esplanade
- Franklin Park Zoo
- Mass Audubon
- Old Colony YMCA
- Sportsmen's Tennis & Enrichment Center
- Save the Harbor
- Stars

For more information on Service Day and our volunteer program, visit our Service Day website and 2024 Impact Report.

About Blue Cross Blue Shield of Massachusetts
Blue Cross Blue Shield of Massachusetts (bluecrossma.org) is a community-focused, tax-paying, not-for-profit health plan headquartered in Boston. We are committed to showing up for everyone like they're the only one and guiding our members to the exceptional health care they deserve – affordably, equitably and seamlessly. In keeping with our commitment, 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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