

MORE THAN 2,800 BLUE CROSS BLUE SHIELD OF MASSACHUSETTS EMPLOYEES VOLUNTEER WITH 56 NONPROFITS FOR 16TH ANNUAL SERVICE DAY

Employees have contributed more than 230,000 volunteer hours since Service Day began in 2011

BOSTON, Sept. 17, 2026 /PRNewswire/ -- Today, more than 2,800 Blue Cross Blue Shield of Massachusetts ("Blue Cross") employees are volunteering with 56 nonprofit organizations across Massachusetts communities as part of the company's 16th annual Service Day.



The big picture: Launched in 2011, Service Day is Blue Cross' company-wide day of volunteering and the signature event of its corporate social responsibility program. Each year, employees volunteer in support of non-profit partners through service projects across Massachusetts, reflecting the company's broader commitment to showing up, giving back, and supporting healthy and equitable communities throughout the year.

How it works: This year, over 2,800 employees will volunteer at community partner sites, with 400 employees participating in projects at Blue Cross' Hingham and Boston offices, and 1,000 employees volunteering virtually.

What they're saying: "Each year, our employees are proud to come together with a shared dedication to serving communities across Massachusetts and beyond. That commitment doesn't begin or end with Service Day—it continues throughout the year and is reflected in the lasting relationships we've built with our nonprofit partners statewide," **said Sarah Iselin, Blue Cross' president and CEO.**

Our partners: Our 56 projects and partners include:

- Packing hundreds of hygiene and health kits for individuals returning from incarceration with **Massachusetts Law Reform Institute** (Boston)
- Constructing 8 beds for children in need with the **Build A Bed project** (Lynn)
- Harvesting produce to be donated to 22 hunger relief organizations across the South Coast region with **Sharing the Harvest** (Dartmouth)
- Supporting **Catholic Charities of Worcester** by organizing their clothing closet and food pantry, and packaging hygiene and emergency kits for community distribution

For more information on Service Day and our volunteer program, visit our [Service Day website](#) and [2025 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 healthcare 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](#), [Instagram](#), and [LinkedIn](#).



MASSACHUSETTS

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