Blue Cross Blue Shield of Massachusetts Invests Locally to Create a Healthier Commonwealth

Company's commitment to healthy living showcased in free summer fitness series and new national report

This summer, Blue Cross Blue Shield of Massachusetts ("Blue Cross") is encouraging residents in the Boston area to get active by taking part in four unique, free outdoor fitness programs, offered in collaboration with several local nonprofits. As part of Blue Cross' partnership with the City of Boston, Esplanade Association, Rose Kennedy Greenway, and The Trustees, adults and children of all ages and abilities will 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 Parks Summer Fitness Series (June 4 to September 29) – 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). This year's programming will continue a full extra month through the end of September.

Esplanade Association's Healthy, Fit & Fun 2018 (July 10 to September 6) – 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 13 to September 10) – 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.

"At Blue Cross, we're all about helping our members and all Massachusetts residents live healthier lives," said Jay McQuaide, senior vice president of Corporate Communications and Citizenship. "Only 1 in 4 adults in our state has exercised in the past 30 days. We want to make it easy and fun to get outside and be active, and we're thrilled to be working with four great organizations to offer classes for folks of all ages, abilities and interests."

Blue Cross' commitment to healthy living is the cornerstone of its work in the community. In 2017, Blue Cross and its foundation invested $9.4 million in more than 500 nonprofits throughout the state. Additionally, 3,300 Blue Cross associates, or 88% of all employees, volunteered more than 31,000 service hours to 284 projects that improved the health of communities across the Commonwealth.

Blue Cross Blue Shield of Massachusetts' corporate citizenship work and signature Dot Rx program is highlighted in a new report released today by the Blue Cross Blue Shield Association (BCBSA). The 11th annual Health of America Community Investment Report details the impact of community investments made in 2017 by all 36 Blue plans and their foundations to improve the health of Americans. Collectively, Blue Cross and Blue Shield companies invested $284 million in community health initiatives in 2017, and BCBS employees volunteered more than 540,000 hours and provided more than $17 million dollars in personal donations – a $6 million increase over 2016 employee contributions.

"As the health insurer to one in three Americans, Blue Cross Blue Shield companies are leading the way to improve the health of all Americans," said Scott Serota, president and CEO of BCBSA. "Blue Cross Blue Shield companies understand that the best way to positively impact health outcomes is to stand with and serve our local communities and collaborate on solutions with partners across the country."

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/sites/default/files/file-attachments/investing-health-america/2017_Investing_in_the_Health_of_America_Reduced.pdf

About Blue Cross Blue Shield of Massachusetts

Blue Cross Blue Shield of Massachusetts (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.

For further information: Amy McHugh amy.mchugh@bcbsma.com 617-246-2311