Thousands of Kids to Get a Healthy Living Kit or Healthy Snack Pack

Blue Cross Blue Shield of Massachusetts' United Way campaign a success for kids and community partners

BOSTON, April 20, 2017 /PRNewswire-USNewswire/ -- Almost 3,000 children in eastern Massachusetts will receive either a Healthy Living Kit or a Healthy Snack Pack in the next few days as part of Blue Cross Blue Shield of Massachusetts' (Blue Cross) annual United Way Associate Giving Campaign. The kits were assembled by attendees of the Boston College Center for Corporate Citizenship annual conference in March and by Blue Cross associates who devoted their lunch breaks to the effort in March and April.



Healthy Living Kits come in a Blue Cross cinch backpack and include a Frisbee, jump rope, healthy snack, healthy recipe cards, binoculars to allow recipients to explore their environments, and other items to encourage young people to get active. The Healthy Snack Packs include a bottle of water, granola bars, pretzels, applesauce, and other nutritious foods.

"Our work in the community is focused on helping people throughout the Commonwealth thrive as healthy and engaged citizens," said Jeff Bellows, Blue Cross Blue Shield of Massachusetts Vice President of Corporate Citizenship and Public Affairs. "Our Healthy Living Kits and Healthy Snack Packs are a great way to promote healthy, active lifestyles and healthy eating. Thanks to United Way, one of our most valued community partners, for distributing these items to deserving children at United Way-supported organizations across the region."

"United Way is proud to work with our longtime partner Blue Cross Blue Shield of Massachusetts to help ensure young people throughout our service area have access to healthy food and opportunities to get active," said Brigid Boyd, Vice President, Communications and Public Affairs, United Way of Massachusetts Bay and Merrimack Valley. "For families living on a very limited budget, nutritious foods and regular physical activity are often luxuries they cannot afford. These kits are just one way that Blue Cross and United Way are working to improve both the physical and financial health of children and their families."

Thirteen hundred Healthy Living Kits will be shared with these United Way-supported organizations, which will give them to the children they serve:

- Big Brothers Big Sisters of Massachusetts Bay
- Ellis Memorial
- Family & Children's Service of Greater Lynn
- Family Services of the Merrimack Valley
- Germantown Neighborhood Center
- Heading Home
- International Institute of New England
- Somerville YMCA
- South Boston Neighborhood House
- South Shore STARS
- United South End Settlements
- Victory Programs
- West End House

Fifteen hundred Healthy Snack Packs will be shared with these United Way-supported organizations, which will give them to the children they serve:

- Boys and Girls Clubs of Boston
- Dorchester YMCA
- Interfaith Social Services
- NeighborWorks Southern MA
- Quincy Community Action Partners
- South Shore YMCA

The Healthy Living Kit and Healthy Snack Pack initiative is part of Blue Cross' broader annual United Way Associate Giving Campaign. This year, associates contributed $400,508 during the campaign. With the company match, Blue Cross Blue Shield of Massachusetts and its associates donated $801,016 dollars to United Way and non-profit community organizations across the state.

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.

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