Hingham 5K Race Raises Funds for the United Way

Blue Cross Blue Shield of Massachusetts inaugural event supports local non-profits

BOSTON — November 14, 2012 — More than 100 runners and walkers showed up on a cold November day at Blue Cross Blue Shield of Massachusetts' Hingham location to participate in the company's first ever 5K Fun Run/Walk for the United Way.

The event is part of Blue Cross Blue Shield of Massachusetts annual campaign to support local non-profits affiliated with the United Way. One hundred percent of the proceeds will benefit these organizations.

Through mid-November, Blue Cross employees will be working to raise additional funds through other campaign efforts. Last year the company raised nearly $700,000 for the United Way.

Blue Cross Blue Shield of Massachusetts (www.bluecrossma.com) is a community-focused, tax-paying, not-for-profit health plan headquartered in Boston. Celebrating our 75th anniversary in 2012, we 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 are rated among the nation's best health plans for member satisfaction and quality.

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