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Media Release

For Immediate Release

Come Walk With Us!

*Blue Cross and Blue Shield of Nebraska Employees Join Thousands of Americans on
National Walk @ Lunch DaySM April 29*

(Omaha) March 23, 2009 – Businesses all over Nebraska are encouraging their employees to take a 30-minute walk on their lunch break, Wednesday, April 29. They'll be joining tens of thousands of Americans across the country participating in the third annual **National Walk @ Lunch Day**. An estimated 5,000 Nebraskans took part in the 2008 event.

This year, the walk has the support of UNL Athletic Programs. Athletic Director Tom Osborne will lead the kick-off in Lincoln by encouraging federal employees. Says Osborne: "Walking is one of those great exercises that doesn't take a lot of fancy equipment, but it really does make a difference in your health and how you feel. I know from personal experience just how beneficial a regular walking program can be, and I really encourage others to give it a try."

The heart of Nebraska's walk will be at the Omaha headquarters of Blue Cross and Blue Shield of Nebraska at 72nd and Mercy Streets, where hundreds of employees will be stepping out. Any Nebraska organization is encouraged to participate. All promotional materials and walk specifics are at www.bcbsne.com. **Also new this year, organizations are encouraged to register their participation at www.bcbsne.com/Features/NationalWalkAtLunch.**

National Walk @ Lunch Day is a workplace walking program which encourages people to take time during their lunch breaks to start walking toward better health. Most American schedules are built around the workday, so **National Walk @ Lunch Day** is designed to fit into – not compete with – the daily routine. Many employers are supporting **National Walk @ Lunch Day** by encouraging their workforces to participate.

The national walking effort is the next step of **WalkingWorks**[®], a Blue Cross and Blue Shield Association program to help Americans live healthier lives and reduce unnecessary medical costs due to physical inactivity. The **WalkingWorks** program was developed in partnership with the President's Council on Physical Fitness and Sports.

The U.S. Department of Health and Human Services estimates that the cost to treat illness and chronic disease caused by inactive lifestyles is nearly \$1,000 for every family in America, every year. Simply getting 30 minutes of moderate physical activity, such as a brisk walk, at least five times a week has significant health benefits, such as lowering the risk of developing or dying from cardiovascular disease, hypertension, type 2 diabetes and improving the health of muscles, bones and joints. *[Source: Physical Activity and Health, A Report of the Surgeon General, 1996]*

Blue Cross and Blue Shield of Nebraska, an independent licensee of the Blue Cross and Blue Shield Association, insures or provides benefit administration to nearly 700,000 people. Blue Cross and Blue Shield of Nebraska is a mutual insurance company committed to delivering the health and wellness solutions that people value most. Among 2008 honors: The Integrity Award from the Better Business Bureau, the Platinum Well Workplace Award from the Wellness Councils of America, and one of the Best Places to Work in Omaha, both in 2008 and 2009. Also in 2009, BlueCross and Blue Shield of Nebraska was voted the "Best of Omaha" among health insurance companies.

One less thing to worry about.

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