



## BlueCross BlueShield of Nebraska

An independent licensee of the Blue Cross and Blue Shield Association

# NEWS RELEASE

**FOR IMMEDIATE RELEASE**

### **Winter Weekend of Wellness**

*People encouraged to “get moving” for good reasons*

February 3, 2009 -- (Omaha, Nebraska) – People tired of being cooped up all winter now have the perfect opportunity to get out and get moving. Blue Cross and Blue Shield of Nebraska is encouraging participation in two of its sponsored wellness events the weekend of February 20-21: *The Heartland Walk for Warmth* and the *Trek Up the Tower*.

**Friday, February 20<sup>th</sup> is the Heartland Walk for Warmth.** The event starts at 6:00pm at Heartland of America Park. While the walk is designed to bring attention to the plight of those who have trouble paying their heating bills, it also gives people a tremendous opportunity to shake out some of the winter cobwebs. Blue Cross and Blue Shield of Nebraska will join other sponsors in welcoming walkers, as well as providing giveaways to make them more comfortable on their journey. Blue Cross will again be handing out hand warmers, a popular item last year. Blue Cross is also fielding a team of at least two dozen walkers who will be participating in the event. Register by February 13 at [www.heartlandwalkforwarmth](http://www.heartlandwalkforwarmth) to be eligible for awesome raffle prizes, including a \$660 package from the Embassy Suites in the Old Market.

**Saturday, February 21<sup>st</sup> is the Trek Up The Tower.** The Wellness Council of the Midlands has already discontinued registration for this popular event. The stairwell is full! One thousand people have already committed to “taking on” the First National Tower: 40 floors, 870 steps, and 633 feet into the sky! You can still participate by showing up to cheer on the athletes as they face the challenge at 8:00am. Plus, after the 1,000 trekkers take off, Omaha firefighters in full uniform will demonstrate their stair climbing skills. Volunteer opportunities are also available both Friday night and Saturday. Visit [www.trekupthetower.org](http://www.trekupthetower.org) for more information.

Blue Cross and Blue Shield of Nebraska encourages its members to maintain healthy lifestyles and be wise consumers of health care services. To that end, the company focuses the greatest portion of its charitable giving on those events and projects which align with those goals. In 2008, 40% of the company’s charitable dollars went to non-profit organizations focused on the wellness of our members and member communities.

*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, one of the Best Places to Work in Omaha, and in 2009, the “Best of Omaha” among health insurance companies.*

One less thing to worry about.

**For More Information, Contact:**

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