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### **Blue Cross Blue Shield of Wyoming Promotes National Walk@Lunch Day on April 30th**

On Wednesday, April 30, Blue Cross Blue Shield of Wyoming (BCBSWY) employees will participate in the Eighth Annual National Walk@Lunch Day. BCBSWY encourages people throughout Wyoming to participate in this national health and wellness event, which is designed to complement—not compete with—a busy daily work schedule.

“Research shows that even moderate exercise, like taking a walk five days a week, has important benefits for your health,” said Rick Schum, CEO of Blue Cross Blue Shield of Wyoming. “We encourage our employees to walk every day, and hope that others will use National Walk@Lunch Day to get started. Get up from your desk and on your feet for a walk on April 30.”

The U.S. Department of Health and Human Services estimates 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 at least five times a week has significant health benefits, lowering the risk of developing or dying from cardiovascular disease, hypertension or type 2 diabetes, and improving the health of muscles, bones and joints.\*

Join us on Wednesday, April 30 and begin walking toward a healthier America—and a healthier you.

National Walk@Lunch Day is part of the Blue Cross and Blue Shield Association (BCBSA) national public wellness and education effort to help Americans live healthier lives and reduce unnecessary medical costs due to physical inactivity. The program is an extension of WalkingWorks, a BCBSA program created to help consumers live healthier lives and reduce unnecessary medical costs due to physical inactivity.

\*Mayo Foundation for Medical Education and Research, “Walking: Trim your waistline, improve your health,” December 18, 2010.

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