



EVENT OVERVIEW

Get up from your desk and on your feet for a walk at lunch on April 25, 2012 for *National Walk @ Lunch Day*!

National Walk @ Lunch Day[®] is designed to complement—not compete with—your busy lifestyle. Created to improve personal health and decrease the costs of health care for employers and employees, *National Walk @ Lunch Day* is the start of your new daily walking routine, helping you to improve your health step by step.

Participation is fun and easy. On Wednesday, April 25, local Blue Cross and Blue Shield companies, businesses large and small, and state legislatures across the nation will encourage employees to wear comfortable shoes and take a walk at lunch.

Schools also are encouraged to participate in *National Walk @ Lunch Day* by setting personal goals for students and teachers, and incorporating walking into the school day as a first step toward long-term prevention of health problems for future generations.

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, such as a brisk walk, 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 25 and begin walking toward a healthier America—and a healthier you. Visit www.ibx.com/walkatlunch to learn more.

National Walk @ Lunch Day is an extension of *WalkingWorks*[®], a Blue Cross and Blue Shield program created to help consumers live healthier lives and reduce unnecessary medical costs due to physical inactivity.

Independence Blue Cross is an independent licensee of the Blue Cross and Blue Shield Association.