



E-VITE

Subject Line: Take a walk at lunch with us on Wednesday, April 25

Headline: Turn a working lunch into a walking lunch!

Sub Head: On Wednesday, April 25 take a walk at lunch with us

[Graphic]

Copy:

Walking is one of the simplest, safest and most effective forms of exercise, but it can be hard to find time in your busy schedule to participate in physical activity. That's why the Blue Cross and Blue Shield Companies are sponsoring the fifth annual *National Walk @ Lunch Day*[®] – to encourage busy people like you to take a walk during your lunch break.

Join [PLAN/EMPLOYER/LEGISLATOR] and tens of thousands of working Americans around the country on Wednesday, April 25 for a 30-minute walk during lunch, and take the first steps towards a healthier life.

This year's *National Walk @ Lunch Day* walk will take place at: [INSERT LOCATION, TIMING INFORMATION]. Check with [CONTACT NAME] for more details about this healthy lunchtime event.

Remember to bring your walking shoes to work on Wednesday, April 25!

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