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Blue Cross and Blue Shield of Alabama Recognized as Heroes for Children *Childcare Resources Award of Distinction to be presented to longtime supporter*

Birmingham, Alabama (July 24, 2018) – Blue Cross and Blue Shield of Alabama will be awarded the 2018 **Childcare Resources Award of Distinction** for their longstanding support of children and families across the Greater Birmingham community. This award will be presented by Childcare Resources (www.ccr-bhm.org) at their 12th annual **Fairy Tale Ball**. The premiere family gala benefiting families in Central Alabama will take place at The Hyatt Regency Birmingham, The Wynfrey Hotel on Saturday, August 25th.

“We are truly honored to be recognized with the Childcare Resources Award of Distinction,” said Tim King, Manager for the Caring Foundation and Corporate Giving, Blue Cross and Blue Shield of Alabama. “At Blue Cross, giving back to the community is one of our corporate values. Supporting organizations like Childcare Resources is an excellent way to support families and make our communities in Alabama a better place to live.”

Blue Cross and Blue Shield of Alabama was selected as the inaugural recipient of this award by Childcare Resources – a nonprofit organization and United Way Partner Agency that makes quality care and education of children happen by providing information, education, and assistance to families, providers of child care, and the community. Since 2003, Blue Cross has been actively supporting Childcare Resources through volunteer service and donations, notably serving as an Archduke Sponsor at the agency’s annual **Fairy Tale Ball**. This event has generated more than \$700,000 over the years to provide thousands of families with essential support and resources they otherwise may not have been able to receive.

“It is both an honor and a privilege to be able to recognize Blue Cross and Blue Shield of Alabama for their incredible philanthropic spirit and support of children and families in our community,” said Joan Wright, Executive Director of Childcare Resources. “With a passionate team that dedicates countless hours and service to hundreds of organizations, including Childcare Resources, their steadfast faith in and commitment to ensuring some of our smallest neighbors are afforded every opportunity to succeed in school and life is truly remarkable.”

Since 1936, Blue Cross and Blue Shield of Alabama has been committed to utilizing their corporate strengths and resources to positively impact the communities they serve. In addition to their longstanding support of Childcare Resources, Blue Cross has provided over \$6 million dollars in charitable support to more than 500 organizations across Alabama, including the Community Food Bank of Central Alabama, Glenwood Autism and Behavioral Health Center, Ronald McDonald House, A. G. Gaston Boys and Girls Club, and Pathways.

Blue Cross and Blue Shield of Alabama also remains dedicated to helping prevent childhood obesity and encouraging healthy lifestyles at an early age through their support of the Kids Mercedes Marathon as the Presenting Sponsor. This program, designed for children in kindergarten through fifth grade, allows participants to run the distance of a full marathon (26.2 miles) over the course of a five-month program.

As part of the company’s philanthropic commitment, Blue Cross associates are encouraged to participate in a special day of service known as the “Day of Caring,” allowing them the chance to give back to their local communities. Last year, 420 employees and their families came together for this dedicated day of philanthropy and volunteer service.

To learn more about Childcare Resources and the **Fairy Tale Ball**, visit www.ccr-bhm.org or call 205-945-0018 Ext. 306.

ABOUT BLUE CROSS AND BLUE SHIELD OF ALABAMA: Blue Cross and Blue Shield of Alabama has insured Alabamians for 82 years. Blue Cross offers coverage plans to corporations, individuals and the senior market. For more information about Blue Cross, visit AlabamaBlue.com. Connect with us on Facebook, check out our videos on YouTube and follow us on Twitter for more up-to-date information.

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

ABOUT CHILDCARE RESOURCES: Childcare Resources is a non-profit organization and United Way partner agency located in Birmingham, Alabama that makes quality child care happen by providing information, education, and assistance to families, providers of child care, and the community. Childcare Resources is located at 244 W Valley Ave Ste 200, Birmingham, Alabama 35209. Learn more at www.ccr-bhm.org or (205) 945-0018.