

## COPY FOR EMPLOYER WEBSITES

TURN A *WORKING* LUNCH INTO A *WALKING* LUNCH!

Join us for the Blue Cross and Blue Shield of Nebraska annual **National Walk @ Lunch Day**<sup>®</sup>, Wednesday, April 27.

[EMPLOYER] is gearing up for **National Walk @ Lunch Day** and we want you to join us! We'll be walking with tens of thousands of walkers nationwide to celebrate **National Walk @ Lunch Day** and to take the first steps toward better health.

The walk takes place Wednesday, April 27, at [LOCATION]. Employees from [PARTICIPATING EMPLOYERS AND ORGANIZATIONS] will gather for a 30 minute walk at lunch. Walkers will also receive [INSERT GIVEAWAYS] to help them begin a daily walking routine and manage their health. [ADDITIONAL EVENT INFORMATION HERE]. This walk at lunch is an easy and fun way to begin your own walking routine and manage your health.

**National Walk @ Lunch Day** is the first step toward making a big difference in the health of all Americans. When done briskly on a regular basis, walking can help:

- decrease the risk of heart attack and type-2 diabetes
- control weight
- improve muscle tone
- and reduce stress, among other benefits.

Join us at [LOCATION] on Wednesday, April 27, 2011 to take the first steps to a healthier life. For more event information contact [INSERT CONTACT INFORMATION].

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