

# The Power of Blue

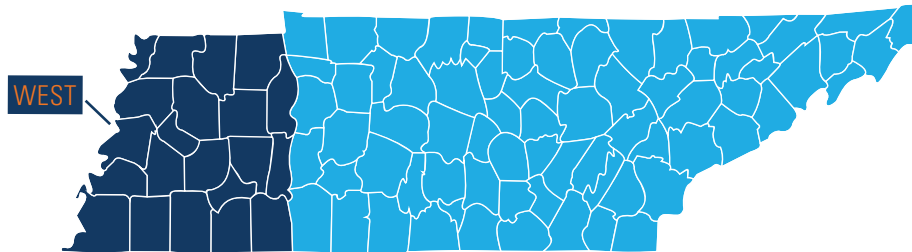
## IN WEST TENNESSEE

BlueCross BlueShield of Tennessee gave nearly \$1 million to support charitable efforts in the West Tennessee area last year, part of nearly \$10.5 million in giving to organizations across the state in 2016.

### Recent investments include:

- \$260,000 for the FedEx St. Jude Classic Partnership, which supported volunteers and visitors at the St. Jude Children’s Research Hospital
- \$200,000 for GoNoodle activity breaks in more than 260 West Tennessee elementary schools
- \$100,000 in support of a Women’s Foundation of Greater Memphis health ambassador program aimed at connecting with residents in vulnerable ZIP codes
- \$82,000 for a partnership with the Memphis Grizzlies that helped renovate community center basketball courts, build a running track and fitness stations at the waterfront Tom Lee Park, and sponsor the Tour de Grizz bike tour through downtown Memphis
- \$68,000 for sponsorship of Health Nights at select University of Memphis Athletic Department events

West Tennessee employees gave more than 1,000 hours in support of nearly 30 local Team Blue projects in 2016. Staff volunteered for a wide variety of charitable events including the American Cancer Society’s Relay for Life, Habitat for Humanity work projects, the Elvis Presley 5K, the Move It Memphis run, and more.



To read personal stories of how our investments are changing lives, visit [BetterTennessee.com](http://BetterTennessee.com).

## BETTERTENNESSEE

### WE FOCUS OUR CHARITABLE INVESTMENTS IN THREE AREAS:



**ACCESS**  
to prevent disease and improve population health, particularly among vulnerable populations



**ACTIVITY**  
to promote physical fitness and expand resources to achieve better overall well-being



**ADDICTION**  
to mitigate the damaging effects of substance abuse, with a focus on prescription pain medications