

FOR IMMEDIATE RELEASE

Arkansas Blue Cross and Blue Shield to host National Walk at Lunch Day in downtown Little Rock

Community invited to take part in walk to the Capitol on April 26

LITTLE ROCK, Ark. (April 20, 2023) — Arkansas Blue Cross and Blue Shield invites the community to join them for National Walk at Lunch Day on April 26. At 11 a.m., groups will gather at the USAble Corporate Building at 320 W. Capitol and at the Arkansas Blue Cross headquarters at 601 S. Gaines in Little Rock. Together, participants will walk to the Arkansas Capitol grounds for fun and great music.

“Using part of your lunch break to squeeze in some physical activity and enjoy some fresh air is a convenient way to improve your health and ease stress, allowing you to finish your day strong,” said Kristen Lippencott, Arkansas Blue Cross manager of Well-being and Health Solution Strategies.

According to an article published by Harvard Medical School, even 15 to 20 minutes of walking can have a big impact on your health by:

- Counteracting the effects of weight-promoting genes
- Curbing cravings for sweets
- Reducing your risk of developing breast cancer
- Easing joint pain
- Boosting your immunity

Walking is also shown to improve your overall mood and provide social opportunities to interact with others.

“Walking even a short distance each day has shown to be great for your whole health,” Lippencott added. “We encourage those not able to join us April 26 to go for a walk on their own or to join friends and co-workers for a midday stroll.”

You do not have to be an Arkansas Blue Cross member to participate. National Walk at Lunch Day (#NWLD) is celebrated each year on the last Wednesday in April to help improve the health of Americans in communities nationwide.

Founded in 1948, Arkansas Blue Cross and Blue Shield, an independent licensee of the Blue Cross Blue Shield Association, is the largest health insurer in Arkansas. Arkansas Blue Cross and its affiliates have more than 3,200 employees.

The Blue Cross Blue Shield Association is comprised of 34 independent, community-based and locally operated Blue Cross and Blue Shield Plans that collectively provide healthcare coverage for nearly 106 million members — one in three Americans.