

January 3, 2005

Nancy Volino, Director of Communications, 312-596-4731 or
Lisa Dye, Director of Program Services and Public Affairs, 312-596-4710

Blue Cross and Blue Shield of Illinois to Make Donation to March of Dimes When Members Save Paper

Chicago, Illinois – Starting Monday, November 29, Blue Cross and Blue Shield of Illinois (BCBSIL) will make a \$1 donation to the Illinois Chapter of the March of Dimes for every BCBSIL member who logs on to Blue Access for Members and elects to turn off their paper Explanation of Benefits (EOB) statements.

“The work that March of Dimes does in our state is so essential,” said BCBSIL President Gail Boudreaux. “This is a nice win-win opportunity to support the March of Dimes and also help BCBSIL reduce health care costs.”

Blue Cross and Blue Shield of Illinois is a division of Health Care Service Corporation (HCSC), which also operates the Texas and New Mexico Blues plans. HCSC will contribute up to a total of \$30,000 to the March of Dimes chapters in Illinois, Texas and New Mexico. The donation program will run for 90 days.

“If you don’t need to get an EOB mailed to you after each appointment, I urge you to sign on to Blue Access for Members as soon as you can. The more people who choose to go paperless, the more money we can give to the Illinois chapter of the March of Dimes,” said Boudreaux.”

"March of Dimes is very pleased to be the recipient of this cost-saving endeavor promoted by Blue Cross and Blue Shield. We're very grateful to have this support and we look forward to a long-term, successful partnership with Blue Cross and Blue Shield of Illinois," said Gail J.H. Wilson, State Director for the March of Dimes Illinois Chapter.

Members can sign up and log in to Blue Access for Members at www.bcbsil.com/members/. Follow the directions to select the paperless option. For more information about the Log In & Give Program, please visit www.bcbsil.com/give/.

Blue Cross and Blue Shield of Illinois is a Division of Health Care Service Corporation, a Mutual Legal Reserve Company, an independent licensee of the Blue Cross and Blue Shield Association.