Capital BlueCross, Eat Play Breathe York, and York City will host Play Streets Event on Saturday

*Partnership for a Healthier America and the Blue Cross and Blue Shield Association support new initiative to combat childhood obesity by creating spaces for play*

(York, Pa.) July 15, 2013 – York City, Capital BlueCross, and Eat Play Breathe York, in partnership with many community organizations, will host another Play Streets event this weekend. Play Streets are roads closed to traffic and opened to the community to encourage physical activity. The Blue Cross and Blue Shield Association (BCBSA) and Partnership for a Healthier America (PHA), which works with the private sector and its Honorary Chair First Lady Michelle Obama to end the childhood obesity epidemic in America, are working with York City, Capital BlueCross, and Eat Play Breathe York to create new places for kids to play.

Play Streets will be held on July 20 from 12-4 p.m. on S. Lehman Street between King and Edison Streets along Albemarle Park. The event is free and will include fun, family friendly activities for the community. Featured activities will include BOP’s Imagination Playground and NEOS, The York Water Company’s water splash station, inflatable’s, caricature drawings, face painting, free t-shirts and prizes, DJ music and group games hosted by Capital BlueCross and SecureCorps. Capital BlueCross will also provide free fresh fruit and vegetable snacks during the event to encourage guests to make healthy food choices.

The impact on activity rates from Play Streets is expected to be significant. Pioneer programs have already shown that when given the choice between participating in Play Streets or a sedentary activity, the majority of children chose the more active option of Play Streets. The benefits went beyond children’s health, too. Local economies can profit from the increased foot traffic that Play Streets brings to the businesses in the area.

“Today in America, one in five kids doesn’t have access to a playground – that’s millions of children who can’t pick up a ball, run outside or have fun in a safe environment,” said PHA President and CEO Lawrence A. Soler. “We’re thrilled that Capital BlueCross, Eat Play Breathe York, and York City are proactively tackling this challenge by creating new Play Streets. We can’t wait to see the initiative in action – to see kids running around these new spaces and to hear sounds of traffic replaced by sounds of kids at play.” Details about the location and dates of the Play Streets events in York can be found online at [www.ahealthieramerica.org/playstreets](http://www.ahealthieramerica.org/playstreets) and [eatplaybreatheyork.org](http://eatplaybreatheyork.org).
About Capital BlueCross

In 2013, Capital BlueCross is celebrating 75 years of serving central Pennsylvania and Lehigh Valley residents and businesses as the region’s leading health insurer. Through its family of companies, Capital BlueCross brings innovative services and clinical solutions to the marketplace. Committed to delivering medical value to its communities, Capital BlueCross focuses on improving patient satisfaction, enhancing quality of care and reducing costs. The company continues to lead the change in the industry by meeting the evolving health needs of its customers, most recently by entering the retail market and building a first-of-its-kind health and wellness store called Capital Blue. Headquartered in Harrisburg, Pa., Capital BlueCross is an independent licensee of the Blue Cross and Blue Shield Association, employing more than 1,800 people. More information about Capital BlueCross can be found at capbluecross.com.

About Eat Play Breathe York

The Eat Play Breathe York initiative is working to improve the health of York community members through better food access, increased physical activity and decreased access to tobacco. The committee works to achieve these goals by creating safer pathways and bike routes and by renovating local city parks, improving nutrition by increasing access to healthy food options in neighborhoods, schools and the workplace, and decreasing access to harmful tobacco and second-hand smoke.

About Partnership for a Healthier America

Partnership for a Healthier America (PHA) is devoted to working with the private sector to ensure the health of our nation’s youth by solving the childhood obesity crisis. In 2010, PHA was created in conjunction with – but independent from – First Lady Michelle Obama’s Let’s Move! effort. PHA is a nonpartisan nonprofit organization that is led by some of the nation’s most respected health and childhood obesity experts. PHA brings together public, private and nonprofit leaders to broker meaningful commitments and develop strategies to end childhood obesity. Most importantly, PHA ensures that commitments made are commitments kept by working with unbiased third parties to monitor and publicly report on the progress its partners are making. For more information about PHA, please visit www.aHealthierAmerica.org and follow PHA on Twitter @PHAnews.

About the Blue Cross and Blue Shield Association

The Blue Cross and Blue Shield Association (BCBSA) is a national federation of 38 independent, community-based and locally operated Blue Cross and Blue Shield companies that collectively provide healthcare coverage for 100 million members – one in three Americans. For more information on BCBSA and its member companies, please visit bcbs.com, connect with BCBSA on Facebook, check out BCBSA videos on YouTube or follow BCBSA on Twitter for up-to-date information.

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