

News Release



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CONTACT: Patrick McCabe
(904) 791-6123
S. Martin Filipowski
(904) 791-8075

BCBSF TO KICK OFF "WEEK OF THE WORKING PARENT" BY
SPONSORING CHILDREN'S VARIETY SHOW THIS SUNDAY

JACKSONVILLE -- Blue Cross and Blue Shield of Florida (BCBSF) is continuing its efforts to promote the relationship between family life and workplace effectiveness by sponsoring "Lazer Vaudeville," the kick off event for the fifth annual "Week of the Working Parent" on Sunday, January 17 at 2:45 p.m. at the Florida Theatre.

"BCBSF understands the relationship between family life and effectiveness in the workplace. We strive to maintain a supportive environment offering programs to help our employees balance their responsibilities between work and family," said Tom Albright, senior vice president and chief marketing officer for BCBSF.

"Lazer Vaudeville," an event for children, is a production complete with juggling, tumbling, rope-twirling, magic, laser lights, comedy and music. It will begin with a reading of Governor Lawton Chiles' "Week of the Working Parent" statewide proclamation and brief remarks by Albright.

In addition to its sponsorship of the event, BCBSF offers a comprehensive package of benefits for our working parents, including:

- o "Babies and You" -- A work site prenatal program sponsored by the March of Dimes designed to reduce the number of low birth weight babies.

- o "Nannies of BalWink" & "Nurses prn" -- Programs in Jacksonville and throughout Florida that provide in-home care for well and sick children, elder parents and other dependents who reside in the home. (prn is a Latin phrase meaning "as needed.") The programs, which are available to full-time employees, enable BCBSF's working parents to balance their job responsibilities with providing at-home care for their dependents.

- o Community Initiative -- BCBSF is one of six Jacksonville businesses that have joined with the City of Jacksonville in the Jacksonville American Business Collaboration for Quality Dependent Care to improve the quality and availability of dependent care.

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Because of BCBSF's commitment to the family life of its employees, the company was recognized by the "Week of the Working Parent" Committee in 1992 as providing an outstanding work and family program.

In addition to "Lazer Vaudeville," the company is also sponsoring eight employee seminars during the week. Topics include: Building Self Esteem in Your Child; Effective Family Communication; Single Parenting/Step Parenting; Accessing Community Services for the Elderly; Disciplining with Love; Balancing Work and Family; and Adolescent Issues.