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Anthem Blue Cross and Blue Shield Renews Commitment to Lung Health, Sponsoring Fight for Air Climb

Still the #1 FFA Climb in the Nation, Milwaukee seeks to beat its own record

Brookfield, WI – For the ninth consecutive year, Anthem Blue Cross and Blue Shield has recommitted to Presenting Sponsorship support of the annual American Lung Association in Wisconsin *Fight for Air Climb*. Anthem’s sponsorship has continued to grow since 2009, nearly doubling. Additionally, Anthem fields a strong corporate team support that has raised tens of thousands over the years, helping make the Milwaukee Climb the #1 Fight for Air Climb in the nation.

“It just would not be the Fight For Air Climb without Anthem as its Presenting Sponsor,” said Linda Witucki, executive director of the American Lung Association in Wisconsin. “Their work to improve health and strengthen Wisconsin communities is so consistent with the mission of the American Lung Association. It’s a natural fit and they’ve been a first rate partner.”

“The Fight for Air Climb in Milwaukee is one of the premier events in our state, not only in terms of fundraising and participants, but also in terms of energy and commitment,” said Paul Nobile, president of Anthem Blue Cross and Blue Shield in Wisconsin. “Anthem Blue Cross and Blue Shield is proud to be the presenting sponsor of the 2017 Fight for Air Climb and we look forward to welcoming new and returning climbers, as well as their friends and family members, to the event on March 18.”

The goal for this year’s Climb is \$725,000, to be raised through both corporate sponsorships and individual fundraising. The Milwaukee Climb already cracked the \$700,000 mark in 2015; no other Fight for Air Climb has even broken \$600,000.

All Climbers pay a registration fee of \$25 and then raise an additional \$100 through fundraising activities. **Early Bird registration is \$15 and ends on Friday, January 13.**

The Lung Association offers Climbers many tips and ideas for reaching the fundraising goal.

The 2017 Climb takes place on March 18 at the US Bank Center in downtown Milwaukee. Registration and information are available at www.fightforairclimb.org or by calling 262-703-4200.

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About Anthem Blue Cross and Blue Shield in Wisconsin: Anthem Blue Cross and Blue Shield is the trade name of Blue Cross Blue Shield of Wisconsin (BCBSWi), CompCare Health Services Insurance Corporation (CompCare) and Wisconsin Collaborative Insurance Company (WCIC). BCBSWi underwrites or administers PPO and indemnity policies and underwrites the out of network benefits in POS policies offered by CompCare or WCIC; CompCare underwrites or administers HMO or POS policies; WCIC underwrites or administers Well Priority HMO or POS policies. Independent licensees of the Blue Cross

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About the American Lung Association in Wisconsin: Our mission is to save lives by improving lung health and preventing lung disease. With your generous support, the American Lung Association is "Fighting for Air" through research, education and advocacy. For more information about the American Lung Association or to support the work it does, call 1-800-LUNG-USA (1-800-586-4872) or visit www.Lung.org.