

Capital BlueCross Employees Wear Orange to Raise Awareness of Distracted Driving Dangers

Company teams up with Owen's Foundation for annual "Orange Out"

Harrisburg, Pa. – Hundreds of Capital BlueCross employees supported Distracted Driving Awareness Month today by wearing orange in honor of 8-year-old Owen Brezitski. In 2011, Owen was killed by a distracted driver as he walked in a crosswalk with his family in Harrisburg. Orange was his favorite color, and represents Owen's Foundation, which was created in his honor.

This is the second year that Capital BlueCross has teamed up with Owen's Foundation for the "Orange Out." The foundation's mission is to promote pedestrian, driver, traffic and childhood safety, as well as raise awareness of the consequences of distracted driving.

"During the last six years without our dear, sweet Owen, we have met so many wonderful people and companies that share our passion for making our roadways and communities safer. Capital BlueCross is one such company," said Karen Brezitski, Owen's mother. "Our family thanks Capital BlueCross for making a difference in our community and for taking the problem of distracted driving seriously. We appreciate and applaud the company's efforts and participation in the Orange Out, so that together we can spread the message that distracted driving needs to stop, period."

Distractions can come in many forms including texting, talking, eating or looking at things on the side of the road. Using a cell phone while driving, either hand-held or hands-free, delays a driver's reactions as much as having a blood alcohol concentration at the legal limit of 0.08 percent, according to the University of Utah.

A recent study by the AAA Foundation for Traffic Safety found that individuals between the ages of 19 and 24 are more likely to report reading or typing a text behind the wheel.

"When you get behind the wheel, putting away your cell phone should be as routine as putting on your seatbelt," said David Skerpon, Capital BlueCross Senior Vice President, Consumer Strategies and Community Impact. "Focusing on the road and eliminating distractions makes us all safer. We are proud to join Owen's Foundation in reminding people to slow down, be alert and save a life."

As a community based health insurer, Capital BlueCross is proud to be a strong community partner. To learn more about Owen's Foundation, visit orange4owen.org

About Capital BlueCross

Capital BlueCross, headquartered in Harrisburg, Pa., is the leading health solutions and insurance company in Central Pennsylvania and the Lehigh Valley. A partner in the community's health for nearly 80 years, Capital BlueCross offers health insurance products, services and technology solutions that provide peace of mind to consumers and promote health and wellness for our customers.

More than a health insurer, the company delivers innovative solutions through a family of diversified businesses that is creating a healthier future and lowering health care costs. Among these solutions are patient-focused care models, leading-edge data analytics, and digital health technologies. Additionally, Capital BlueCross is growing a network of Capital Blue stores that provide in-person service and inspiration to help people reach their health goals. Capital BlueCross is an independent licensee of the BlueCross BlueShield Association.

<https://capbluecross.mediaroom.com/2017-04-06-Capital-BlueCross-Employees-Wear-Orange-to-Raise-Awareness-of-Distracted-Driving-Dangers>