

'Live Fearless Day' Promotes Wellness and Gives Back to the Community



Izzy and her group enjoyed the Capital Blue cup stacking activity.

A little rain didn't dampen the spirits of about 110 children of Capital BlueCross employees, who pitched in on Tuesday to assemble birthday bags for food-insecure families and learn healthy habits as part of our annual "Live Fearless Day."

"My favorite part of the day was probably decorating the birthday bags," said 12-year-old Catie Levengood. "So whoever gets my decorated bag, I hope you have a very happy birthday!"

The birthday bags—containing cake mix, frosting, sprinkles, and candles donated by Capital BlueCross employees—will be distributed by the Central Pennsylvania Food Bank to families who might not be able to purchase a birthday cake for a child.

Children ages 7 to 13 were invited to take part in "Live Fearless Day," which also included child-friendly yoga clinics, educational games, and a Reese's Peanut Butter Cup character from Hershey—a favorite subject for taking selfies throughout the event.

"Live Fearless Day" evolved from the annual "Take Your Sons and Daughters to Work Day." It's our effort to show young people how Capital BlueCross is more than an insurance company. By focusing on leadership and health and wellness, we are encouraging every child to "Live Fearless" in how they engage and work with others to better their community.

"This activity is for a good cause, and we did fun activities for health and wellness," explained Lauren Hoffman, age 12. "I think it's a good event for Capital BlueCross, and we get to help people."

Kennedy Lewis, one of several Capital BlueCross interns who helped coordinate the day's activities, summed it up best: "We want to teach people to give back to the community. We want them to learn not only to Live Fearless, but to Give Fearless."

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