

Capital Blue Cross Sponsors America250PA Road to 2026

HARRISBURG – Capital Blue Cross is proud to be a lead sponsor of America250PA Road to 2026, which encourages Pennsylvanians to live healthier lives through walking, running, biking, and hiking at the state's parks, trails, and historic points of interest.

The wellness initiative aims also to promote Pennsylvania's critical role in America's history and is a lead-up to the country's 250th anniversary on July 4, 2026. The Road to 2026 marked its Harrisburg launch today.

"Capital Blue Cross knows that the health and wellness of Pennsylvanians is key to our commonwealth's success – and that's why we're encouraging all Pennsylvanians to take part in the America250PA Road to 2026 challenge," said Capital Blue Cross President and CEO Todd Shamash. "As a trusted part of the communities we serve, and as a company that goes the extra mile every day to improve our members' health, Capital Blue Cross naturally supports an initiative that promotes healthier lifestyles while celebrating our state's breathtaking spaces and historic sites."

"America250PA is so grateful to have the support of Capital Blue Cross to launch our health and wellness effort, the Road to 2026, in anticipation of the 250th anniversary of the United States in 2026," said Cassandra Coleman, Executive Director, America250PA. "We hope that this four-part challenge will not only encourage Pennsylvanians to get healthier by 2026, but that they will choose to do so while exploring our EPIC state and county parks and historical points of interest."

The state legislature and governor established America250PA in 2018 to commemorate the 250th anniversary of the nation's founding, Pennsylvania's integral role in that event, and Pennsylvanians' impact on the country's past, present, and future.

The Road to 2026 challenges participants to reach various exercise milestones each year leading up to America's 250th anniversary. Those who sign up, track their progress, and meet specified challenges will receive a commemorative 2026 medal and be eligible for prizes. The miles can be logged anywhere, but those who log miles at state parks and trails or local parks will be entered to win additional prizes.

Participants also are encouraged to share photos of their outdoor activities on social media using the hashtag #Roadto2026! and tagging America250PA and Capital Blue Cross.

About Capital Blue Cross

[Capital Blue Cross](#) serves a 21-county region in Central Pennsylvania and the Lehigh Valley by offering health insurance products, services and technology solutions that provide peace of mind and promote health and wellness for our members. We focus on simplifying and personalizing the healthcare experience and using innovative solutions – including patient-focused care models, actionable data, and digital health technologies – to create healthier lives and lower healthcare costs. Our Capital Blue Cross Connect health and wellness centers provide in-person service and inspiration to help people reach their health goals. Capital Blue Cross is an independent licensee of the Blue Cross Blue Shield Association.

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