For nearly 80 years, Blue Cross Blue Shield of Michigan has been guided by our historic mission. We believe that one of the reasons we exist is to improve the lives of people everywhere in Michigan. The other is to serve our members with quality, affordable health care.

Now more than ever, our social mission and Corporate Responsibility efforts focus on this by addressing social and environmental factors that impact health. We know our members thrive when their communities are healthy and vibrant — and when they have access to employment, education, healthy food, safe places for physical activity and quality health care.

We’re proud that through the hundreds of programs, corporate contributions, in-kind donations, statewide partnerships and campaigns, and volunteerism, Blue Cross touches lives in every age group and every corner of our state.

Throughout 2018, we worked with several organizations in tackling difficult issues. We collaborated with the Alzheimer’s Association to support and raise awareness about this devastating disease. And we’re also engaged in a comprehensive effort to tackle the opioid epidemic that’s harming families and communities across our nation.

These, and the other 2018 initiatives in this report, are just a few examples of our long-standing commitment to improving community health, and the health of Michigan’s greatest asset – its people.

At Blue Cross Blue Shield of Michigan, giving back isn’t just what we do; it’s who we are.

Daniel J. Loepp
President and CEO
Blue Cross Blue Shield of Michigan
Committed to Community
Highlights of Blue Cross Blue Shield of Michigan’s 2018 Community Responsibility Annual Report

Our Community Responsibility team proudly represents Blue Cross Blue Shield of Michigan as the state’s premier health plan provider and corporate partner of choice. Our mission is to support the overall well-being of Michigan’s residents and communities.

We work hand-in-hand with like-minded organizations and programs that encourage healthy lifestyles at every age, increased access to quality health care and a reduction in health disparities.

Corporate contributions
In 2018, 500 corporate contributions were made, investing $2,489,397 in Michigan programs.

- Total monetary contributions made in 2018: $2,489,397
- $609,370 supported diverse population needs
- $426,823 supported health access and quality of health care initiatives
- $654,615 supported health and wellness programs

Volunteer service
- Total number of volunteers in 2018: 5,413
- Total number of volunteer hours: 13,869
- Value of volunteer hours: $326,753.64 (*Points of Light = hours x $23.56)

Sponsored events and programs
2018 Signature Strategic Partnership: Alzheimer’s Association

In 2018, Blue Cross joined the Alzheimer’s Association in a yearlong strategic partnership to increase awareness of the disease and raise funds for critical treatment and cure research, and assist those battling Alzheimer’s.

Last year, Blue Cross, the BCBSM Foundation and employees contributed close to $200,000 through fundraising events and sponsorships. The company also leveraged relationships with stakeholders to turn more than 40 Michigan landmarks purple — Alzheimer’s signature color — on June 21 during Alzheimer’s annual awareness campaign, “The Longest Day.”
2018 Strategic Campaign:
Stamp Out Hunger with the National Association of Letter Carriers

Blue Cross has been the health plan provider for the National Association of Letter Carriers for more than 60 years. It’s one of our largest and longest-held customers. More recently, we’ve been a proud ally of its Stamp Out Hunger campaign.

For 26 years, letter carriers have participated in the largest, single-day food drive by collecting donations left near mailboxes on their routes.

Blue Cross and BCN employees joined the effort in 2014. In 2018, they collected a record 16,530 nonperishable food items through a statewide, internal drive held April 30 – May 12. Donations were delivered directly to food partners near each regional Blue Cross office.

2018 Statewide Regional Partnerships:
MHS Pet Adoption Day (Southeast Michigan) – Blue Cross and the Michigan Humane Society placed at-risk dogs and cats into “fur-ever” homes.

Dream Racer (Southeast Michigan) – BCN, DMC Children’s Hospital and Metro Detroit Association of Health Underwriters sponsored kid-friendly activities for hospitalized children battling critical conditions.

Silver Bells in the City (Lansing) – Blue Cross and the City of Lansing promoted healthy living to area residents during the holiday season.

Let’s Talk Health (West Michigan) – Blue Cross and African American and Hispanic communities in Grand Rapids addressed health disparities and healthy lifestyles.

Be Greater Adventure (Central Michigan) – Blue Cross and the Greater Midland Community Center promoted healthy lifestyles and family interaction.

ICEMAN Cometh (Northern Michigan) – BCN and ICEMAN Promotions encouraged regular physical activity and healthy lifestyles in all weather and seasons of the year.

UP Children’s Museum (Upper Peninsula) – Blue Cross and the UP Children’s Museum brought healthy lifestyle information to children and their families.

Blue Cross Community Advisory Councils
Community leaders and advocates comprise our nine, regional Community Advisory Councils. They convene three times each year to discuss community concerns and needs, and opportunities for collaboration. Each council invites representatives from faith-based, cultural and community, business, nonprofit, health care and grassroots organizations along with local government, multi-generational, education and human services to participate.

CACs are active in the following communities: Lansing, Grand Rapids, Kalamazoo, Traverse City, Marquette, Great Lakes Bay Region, Oakland/Macomb Counties, Flint and Southeast Michigan.

For a PDF copy of the 2018 Community Responsibility Annual Report, e-mail sdufort@bcbsm.com.
2018 Corporate contributions 2
Supporting health and wellness programs throughout the state

2018 Corporate contributions and volunteerism 3
Funding, donations in-kind and volunteer time

Sponsored events and programs 4
Partnering to build healthy communities and lifestyles

Statewide
Alzheimer’s Association – Raising awareness in Michigan 4
Stamp Out Hunger — Working with our customer in the battle against hunger 5

Regional
Southeast Michigan – Michigan Humane Society Pet Adoption Day 6
Southeast Michigan – Dream Racer 7
West Michigan – Let’s Talk Health 8
Northern Michigan – ICEMAN Cometh 9
Central Michigan – Be Greater Adventure 10
Mid-Michigan – Silver Bells in the City 11
Upper Peninsula – UP Children’s Museum 12
Community Advisory Councils 13

Volunteerism and corporate employee giving 14
Employees give back to communities throughout Michigan

Photo highlights from our Blues Caring Crew 15
2018 Holiday drives 18
Executive Volunteer Program Spotlight:
Amy Frenzel 20
Chris Maier 21
Executives in action and engaged employees – A photo gallery 22

Celebrating our own 26
Supporting Michigan’s veterans and servicemen and women
Community Responsibility team 27

“The ability to work in communities across the state of Michigan to impact health and wellness and increase access is so fulfilling.”
Suzanne Miller Allen
director, Community Responsibility
2018 Corporate contributions
Supporting health and wellness programs throughout the state

Total monetary contributions made in 2018
$2,489,397

Total number of contributions made
500

Supported diverse population needs
$609,370

Supported health access, and access to quality health care
$426,823

Supported health and wellness
$654,615

My role here at Blue Cross allows me to feel deeply rooted in all of the communities across the state. It’s ultimately the best feeling to see how our efforts improve the health of everyone who lives in Michigan, not just our members.

Jessica Iloff, manager, Community Responsibility
2018 Corporate contributions and volunteerism
Funding, donations in-kind and volunteer time

*Graphic represents a cross section of contributions, donations and volunteer time given in 2018. It isn’t an exhaustive list of all support.

- **Corporate contributions**
- **Volunteer support**
- **In-kind donations**
Statewide

Alzheimer’s Association – Raising awareness in Michigan

On October 27, Blue Cross president and CEO Daniel J. Loepp chaired the Alzheimer’s Association’s 34th annual Chocolate Jubilee, capping off a yearlong corporate effort to raise awareness about the devastating disease.

This year, through combined donations from Blue Cross, the BCBSM Foundation and employee fundraising, Blue Cross contributed close to $200,000 in support of Alzheimer’s.

Throughout 2018, Blue Cross, BCN and subsidiary employees also joined and donated to fundraising walks and participated in learning sessions about the disease and how it impacts caregivers. The company sponsored related programs, forums and expos within Michigan communities and joined statewide organizations to turn more than 40 Michigan landmarks “purple” during the “Longest Day” on June 21.

- Alzheimer’s sessions included as part of Celebrate Diversity Week
- Included Emerging Markets in employee awareness activities
- Partnered with Senior Health Services to support an Alzheimer’s Caregivers Expo

Community Responsibility to me is not only listening to but addressing the needs that face those who make up the very fabric of our communities. What I value the most are the internal and external partnerships aligned to reach the common goal. Each corporate initiative has its own unique focus and purpose, which makes it impossible to pick a favorite. The one that hit closest to home in 2018 was Alzheimer’s as I lost my grandmother to the disease.

Jorie Wyatt, senior community representative, Community Responsibility
Statewide

Stamp Out Hunger – Working with our customer in the battle against hunger

Blue Cross has proudly worked with the National Association of Letter Carriers for more than 60 years. They’re one of our largest and longest-held customer groups. More recently, we’ve also been an ally in their battle against hunger.

The second Saturday in May — for 26 years running — letter carriers across the nation have collected food left near mailboxes on their routes for the NALC’s Stamp Out Hunger campaign.

Blue Cross and BCN employees joined the effort in 2014 to support this Federal Employee Program customer’s project. In 2018, with assistance from subsidiaries in Emerging Markets, they collected 16,350 food donations — more than doubling the previous year’s effort.
The Michigan Humane Society Pet Adoption Day event, in cooperation with Blue Cross and Strategic Staffing Solutions, was most memorable for me in 2018. I was overwhelmed by the joy these animals brought to their new owners. The employees and the animals exuded a huge sense of contentment. I left the event knowing these animals found good homes and the owners would reap the healthy rewards of pet ownership.

LaDonna Leyva, corporate sponsorships and fulfillment, Community Responsibility

Regional

Southeast Michigan – Michigan Humane Society Pet Adoption Day

Thanks to the generosity of Blue Cross and its employees, 46 cats and dogs were welcomed into their forever homes in a first-ever adoption event on Blue Cross’ downtown Detroit campus in June.

Before the noon kick-off ceremony, employees had already called dibs on most the animals on site. So, more were brought in and adopted by the day’s end.

Michigan Humane Society officials said this was the largest off-site adoption event they’ve hosted, and it netted the highest number of pets adopted. Blue Cross covered the adoption fees for all the animals as a donation to MHS.

From left: Cindy Pasky, Strategic Staffing Solutions; Dan Loepp, Blue Cross; Matt Pepper, Michigan Humane Society, and Tricia Keith, Blue Cross, teamed up for Blue Cross’ pet adoption event.
Southeast Michigan – Dream Racer

Right there, parked smack dab in the new surgical area of the Children’s Hospital of Michigan, is a NASCAR race car. It’s not your typical speed racer, though. This car is a child-sized version that includes a flat panel TV, CD/DVD player, Play Station®, IV stand, oxygen bottle holder, easy roll coasters with a brake and storage trunk. It rolled into the Detroit Medical Center’s Children’s Hospital in May as part of a joint effort between Blue Cross, BCN and the Metro Detroit Association of Health Underwriters.

The car — one of many in children’s hospitals throughout the U.S. and Canada — was built in North Carolina by retired NASCAR builder and founder of Children’s Dream Racer, Mark “Smitty” Smith. It’s made with the same materials used to build real NASCAR race cars.

I am proud to be a part of a company that drives our community involvement through statewide initiatives dedicated to making Michigan a healthier place to live, work and play.

Elise Salerno, BCN community liaison, Community Responsibility
West Michigan –
Let’s Talk Health

Blue Cross held its seventh annual Let’s Talk Health Week in Grand Rapids in June to highlight health disparities among minority groups and chronic illness prevention.

Let’s Talk Health featured a series of community-based wellness events to connect consumers to local health, wellness and human service resources. Blue Cross products and member benefits were highlighted during the event, and included key messages underscoring the importance of preventive care, good nutrition and regular physical activity.

The interactive approach provided attendees — both residents and community stakeholders — the opportunity to engage, connect and better understand the many diverse perspectives and needs of the area. Organizations from across the Grand Rapids community participated, including representatives from community centers, NAACP, educational institutions, local government and faith-based groups. Let’s Talk Health is open to all as a public forum addressing health needs.

“I absolutely love working for Blue Cross Blue Shield of Michigan because of our corporate culture of authentic commitment to community. It is energizing to witness the thousands of Blue Cross employees embracing this commitment, giving of themselves unselfishly, each and every day.”

Cle Jackson, senior community liaison, Community Responsibility

“Real Men Cook & Eat Healthy” is an annual healthy cooking contest during Let’s Talk Health week. From left: Eddie Tadlock, SMG; Jeff Rubleski, Blue Cross; Cle Jackson, Blue Cross; Daniel Williams, Center for Arts & Technology; Jamiel Robinson, GR Area Black Businesses; Jesse Bernal, Grand Valley State University; Jordan Carson, TV8; Charlie Secchia, SIBSCO; Adrian Butler, Designer & DJ AB & Coconut Brown; Guillermo Cisneros, West Michigan Hispanic Chamber; Rick Baker, GR Chamber of Commerce, and Chef Oliver Hale.
Northern Michigan –
ICEMAN Cometh

BCN teamed up with ICEMAN Cometh to encourage people to stay healthy and active — especially leading in to the cold winter months. This mountain biking challenge held on the first Saturday in November included a cross-country, 29-mile ride from Kalkaska to Traverse City. More than 5,300 athletes of various ages and athletic levels participated.

Blue Cross’ Wellness Programs team was on hand during the pre-ride expo at the Grand Traverse Resort and Spa to introduce Blue Cross Virtual Well-Being, an innovative program featuring weekly live webinars addressing everything from financial wellness, meditation and physical health to social connectedness, emotional health and happiness.

The goal of Virtual Well-Being is to inspire people to be happier and more engaged through meaningful exchanges offered through current technology. Rather than fit another task into a day, the webinars are available to people at home or work, allowing for increased productivity, and decreased stress.
Central Michigan –
Be Greater Adventure

Kids and their parents scaled obstacles, crawled under cargo nets and put on their thinking caps to figure out multiple brain teasers during the Be Greater Adventure on August 9. Presented by Blue Cross with Greater Midland Community Centers, the event reflected Blue Cross’ ongoing commitment to children’s health through its #MIKidsCan campaign, which encourages kids to adopt healthy habits early in life that can be carried into adulthood.

Inspired by “The Amazing Race” television show, the second annual Be Greater Adventure was created for kids ages 5 through 12, and their family members, to maneuver through a neighborhood course that included 15 physical challenges, five brain games and five checkpoints.

Blue Cross hosted a skills station where participants jumped and skipped rope. Each received a free jump rope, compliments of Blue Cross. At the end of the course, teams took victory selfies on their personal phones and were invited to upload an exclusive #MIKidsCan Be Greater Adventure snapchat filter to commemorate the event.
I genuinely enjoy helping non-profit organizations find solutions to achieve their goals. Sometimes this includes Blue Cross contributions, and sometimes it is as modest as listening and offering to make a connection to another philanthropy partner. Even when we don’t make a direct contribution, our role as a connector in the community makes an impact and advances the reputation of Blue Cross.

BJ Puchala, senior community liaison, Community Responsibility

Mid-Michigan – Silver Bells in the City

Santa and Mrs. Claus wannabes, elves with pointy ears and a few Grinch look-alikes were among the 1,000 participants of 2018 Silver Bells in the City 5K in downtown Lansing the Saturday before Thanksgiving. Blue Cross sponsored the annual walk and run that included a holiday-themed costume contest coordinated by Blue Cross employee volunteers.

The event that encourages Michiganders to engage in physical activity and shop in downtown Lansing, included prizes to costume contestants and great deals at local businesses. It was part of the city’s weekend holiday celebration that kicked off the night before the race with the lighting of the Michigan Christmas tree and an electric light parade that boasts millions of lights.
Upper Peninsula – Community Advisory Council

Nheena Weyer Ittner, executive director of the Upper Peninsula Children’s Museum, said she’s proud to share a common interest with Blue Cross — bringing people together to support the health of the community.

It’s through Blue Cross’ Marquette Community Advisory Council that Ittner, a member since its inception in 2003, has been able to collaborate on many projects for the hands-on children’s museum in Marquette.
“The Children’s Museum has been given opportunities to advance positive health and wellness through numerous grants,” she said. Among them, sponsorships by Blue Cross to create and, more recently, upgrade its Incredible Journey exhibit, which features a ladder leading to a grumbling stomach, followed by a slide down an intestine. Upcoming related exhibits include a giant head and a huge anatomical heart that kids can enter and explore.

“Children adore sliding down intestines and crawling up skin walls while they and their parents learn about health and fitness,” she said. “It’s so much fun.”

In the fall of 2018, Blue Cross also sponsored the Paint Baraga Avenue Chalk Art Festival and contest in downtown Marquette. Hundreds of people celebrate this annual, family-friendly, fall festival that features a Granny Smith apple sundae booth and hundreds of sidewalk squares filled with colorful chalk drawings from artists of just about every age.

Ittner said she appreciates all the good Blue Cross has done for UP community, including its availability to network through the Marquette Community Advisory Council.

“I personally, and on behalf of my institution, thank you for providing such a great and valuable resource to me and my community,” she said.

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**Community Advisory Councils**

Community leaders and advocates are the driving force of our Community Advisory Councils that discuss community concerns, areas of need and opportunities for collaboration. They provide our Community Responsibility team with important feedback that helps us maximize our resources. Formed in 2003, each of the nine councils typically meet three times a year with representatives from faith-based, cultural and community, business, nonprofit, health care and grassroots organizations along with local government, multi-generational, education and human services.

We have councils in the following markets: Greater Lansing, Grand Rapids, Kalamazoo, Traverse City, Marquette, Great Lakes Bay (Saginaw, Bay Midland counties), Oakland/Macomb Counties, Greater Flint and Southeast Michigan.
Volunteerism and corporate employee giving
Employees give back to communities throughout Michigan

Community Responsibility oversees Blue Cross’ corporate volunteer program, identifying, developing and organizing numerous opportunities for our state-wide workforce. These align with goals of our corporate Diversity and Inclusion initiative, additionally providing employees with multiple opportunities to expand their cultural competency.

“...My favorite part about my job is seeing the impact we have on the community in the faces of those who appreciate the work we are doing. We provide support and volunteers for programs that help our community members deal with adversities they face every day, and seeing the relief in their eyes is truly a special moment.

Sophia Pipis, intern, Community Responsibility

Volunteerism

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<thead>
<tr>
<th>Total number of volunteers in 2018</th>
<th>5,413</th>
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Blue Cross employees cheered on kids as they did exercises from the Wellness Wheel in the Children’s Activity Area at the Ferndale Pride Festival.
Serving others through volunteering at Dégagé Ministries provides hope to so many homeless and disadvantaged individuals in our community. My experience volunteering there is why I will continue to support programs offering dignity and respect to those in need.

Kimberly Mendez, community liaison, Community Responsibility

Photo highlights from our Blues Caring Crew

Blues Caring Crew employee volunteers prepared and served brunch to families staying at the Ronald McDonald House in Detroit.

Members of the Blues Caring Crew volunteered at Dégagé Ministries in Grand Rapids, creating handmade locker tags with encouraging notes for homeless women who shelter and receive other resources at the agency.
BCN employee Alicia Haggerty assisted with the annual Turkey Trot Race, which benefits our customer, Grand Rapids Public Schools and its afterschool activities.

A Blue Cross employee team took a moment for a picture while volunteering at the Ronald McDonald House in Detroit. The organization on the campus of the Detroit Medical Center offers respite and accommodations for families whose children are hospitalized.
It’s life-changing work. The organizations we work with and the people they serve look to Blue Cross as a trusted partner. And, from what I experienced working alongside Blue Cross volunteers in Flint during and following the water crisis, we give our all. Our volunteers have a profound impact on so many people.

Shelley DuFort, senior community liaison, Community Responsibility

Blue Cross employees volunteered last summer at a weekly Flint Help Center food and water distribution. Congressmen Dan Kildee, Detroit Tiger Niko Goodrum, and several other volunteers from the area’s faith community were also on hand.

Shannon Boivin (right), and Paula Paetkau and her son Joshua, volunteered at Flint’s Center for Hope Soup Kitchen in August.
Community Responsibility organizes annual, statewide drives during the holiday season. In 2018, three holiday drives took place: a non-perishable food drive, a coat drive, and a hats, mittens, gloves and scarves drive.

11,849 food items donated
1,884 hats, mittens, gloves and scarves donated
671 new and like-new coats donated

Blue Cross employees organized holiday food drive donations collected at the Lansing Capital Avenue facility.

Kristy Raymer and Martha Schmehl decorated Blue Cross’ holiday giving tree in Flint with team donations.
Blue Cross’ Suzanne Miller-Allen, director, Community Responsibility (third from left) and employees from Traverse City in their local Salvation Army’s “Shop with Santa” event to support local families.

Blue Cross and Blue Cross Complete employees joined with Advantage Health Center to remember and support the homeless during the agency’s annual Homeless Memorial in December.

BCN employees distributed their holiday food donations during the Detroit Metropolitan Police Academy’s annual “Bridging the Gap” event.
Executive Volunteer Program Spotlight: Amy Frenzel and Chris Maier – Alzheimer’s Association

Blue Cross’ Executive Volunteer Program is an extension of the corporate employee volunteer program, but with a specific goal of matching and placing senior leadership on the boards of statewide nonprofit organizations. This year, in spotlighting the Alzheimer’s Association, we recognize two leaders who have supported this organization for many years.

Amy Frenzel, vice president of Service Operations

Amy Frenzel has served as board member of the Alzheimer’s Association, Greater Michigan Chapter, since 2009. She said personal experience with the disease has given her a deep understanding of its impact on families and caregivers, as her grandfather on her mom’s side and her grandmother on her dad’s side both had it. “Not only is the impact on the person living with the disease devastating to watch, but having to provide caregiving support for someone who has been diagnosed with Alzheimer’s is also exceptionally challenging,” she said. In August, her team — Amy Frenzel and Friends — joined other Blue Cross teams to raise more than $13,000 during the Walk to End Alzheimer’s at the Detroit Zoo. “Many employees have shared stories with me about how Alzheimer’s has impacted their lives, and it’s clear that finding a way to end this awful disease is critical to so many.”
Chris Maier, vice president of Claims, Enrollment and Program Management

Chris Maier, board member of the Alzheimer’s Association, Michigan Great Lakes Chapter, is proud his service has helped highlight the effects of the disease on families and caregivers, and the associated health care costs.

“My grandfather and wife’s grandmother had Alzheimer’s and almost everyone has a relative, friend or coworker who has the disease or cares for someone who has it.” Maier has served on the chapter board for seven years and plans to continue his support of their cause to see a day without Alzheimer’s. In September, his team participated in the Lansing Walk to End Alzheimer’s. “I really appreciate the organization selecting this cause as an area of focus in 2018. Dan Loepp’s involvement, as well as that of the Community Responsibility area, has made a huge difference in driving awareness and concern among employees and the community at large.”
Blue Cross employees in Southfield enjoyed a stroll around their campus during National Walk @ Lunch Day in April.

Executives in action and engaged employees – A photo gallery

Ray Sharp, Western Upper Peninsula Health Department, and Audrey Harvey, executive director and CEO, BCBSM Foundation, announced a $65,000 grant in support of improvement plans in all fifteen UP counties.
Blue Cross executives and UAW leaders, (from left) Janet Fava, Tina Gates, Kristofor Harrison and Jeniene Edwards served as champions for this year’s Stamp Out Hunger campaign.

Blue Cross employees Lynne Harvey, Ariel Jasmin and Sales Manager Chris Staub supported the community during a “Shop with Santa” event in Traverse City.

Blue Cross’ Mike Fedrizzi, UP regional sales director (left) and fellow employees in Marquette wore red to support heart health awareness month in February.
Christie Laster (left), Community Responsibility, presented a Faith In Wellness church with their award after successful participation in the 2018 program.

Blue Cross employees Michelle Sickles, BJ Puchala, Cyndy Savage and UAW leader Amy Castanon showed their “can-do” support for this year’s Stamp Out Hunger food drive in Lansing.

“My job allows me to work with some amazing strategic partners, helping to provide resources to those who need it the most. It brings me great joy to see individuals’ lives change for the good, such as when hearing testimonies from our Faith in Wellness participants who are now living healthier lives as a result of the programming and education we’ve provided. This validates all we aim to do in our communities.

Christie Laster, community representative, Southeast Michigan
Blue Cross employees in Lyon Meadows donated more than 5,000 food items during the 2018 Stamp Out Hunger campaign. From left, volunteer leads, Amy Hall, Tracy Raymond and Wahnita Harden.

Blue Cross employees at Grand Rapids’ Steketee building supported heart health awareness during the American Heart Association’s “Go Red for Women” day in February.
Celebrating our own

Supporting Michigan’s veterans and servicemen and women

Blue Cross facilities across the state hosted a traveling exhibit that tells the story of individual “Polar Bears” through their uniforms, medals, photographs, correspondence and equipment on loan from a community partner, the Michigan Heroes Museum in Frankenmuth.

A symposium on September 5, 2018, kicked off the commemoration with a sentimental reminiscence about a group of local soldiers who braved some of the coldest conditions imaginable in World War I. The unit consisted mostly of draftees from Detroit, along with others from Southeast Michigan. Officially designated the American North Russia Expeditionary Force, these men became known as “Detroit’s Own” and the “Polar Bears” after being sent by President Woodrow Wilson to northern Russia in September 1918 to fight the Bolshevik Red Army as part of the Allied Intervention in the Russian Civil War.

The symposium and traveling exhibit commemorated the 100th anniversary of the service and sacrifice of these Michigan soldiers and the centennial anniversary of the end of WWI, or Armistice Day — later known as “Veterans Day.” These Blue Cross events were included in the list of commemoration activities on the U.S. National WWI Centennial Events Register and are now a permanent part of national record.
Community Responsibility staff:

Suzanne Miller Allen, director, Community Responsibility
smallen@bcbsm.com

Jessica Iloff, manager, Community Responsibility
jilloff@bcbsm.com

Shelley DuFort, senior community liaison, East Bay Region | Macomb & Oakland counties
sdufort@bcbsm.com

Cle Jackson, senior community liaison, West Michigan
Cjackson5@bcbsm.com

Christie Laster, community representative, Southeast Michigan
claster@bcbsm.com

LaDonna Leyva, corporate sponsorships and fulfillment
lleyva@bcbsm.com

Kimberly Mendez, community representative, West Michigan
kmendez@bcbsm.com

Sophia Pipis, intern
spipis@bcbsm.com

BJ Puchala, senior community liaison, Mid-Michigan and Upper Peninsula
bpuchala@bcbsm.com

Elise Salerno, community liaison, Blue Care Network
esalerno@bcbsm.com

Jorie Wyatt, senior community representative, special events
jwyatt@bcbsm.com

CREDITS:
Shelley DuFort, project manager
Laura Ortiz, writer, corporate editor
Kristie Stocker, graphic designer