



STATE of MINNESOTA

Proclamation

- WHEREAS: Blue Cross and Blue Shield of Minnesota, the state's oldest and largest nonprofit health plan, has a 79-year heritage of community involvement, philanthropy, civic leadership, and nonprofit mission to make a healthy difference in peoples' lives; and
- WHEREAS: Blue Cross and Blue Shield of Minnesota's Heart of Blue employee volunteer program, launched in 2003, supports the company's mission by encouraging employee volunteerism in community, nonprofit organizations; and
- WHEREAS: According to the Independent Sector, a coalition of nonprofits and foundations, since the Heart of Blue program began, Blue Cross employees have contributed more than 130,000 hours of volunteer time—valued at more than \$2.5 million—to hundreds of nonprofit organizations in Minnesota and beyond; and
- WHEREAS: Since the Heart of Blue program began, Blue Cross has contributed more than \$190,000 to hundreds of nonprofit organizations through Dollars for Doers, a program that recognizes Blue Cross employees who contribute time and talent to the community; and
- WHEREAS: On April 19, 2012, the Blue Cross Heart of Blue Council will recognize employee volunteers during National Volunteer Week and will celebrate the start of the 10th year of volunteer service through Heart of Blue; and
- WHEREAS: The Heart of Blue volunteer program, the annual Community Giving Campaign, and other employee-led efforts promote and demonstrate Blue Cross values in the community; and
- WHEREAS: Blue Cross employees who are lending time and talents to vital nonprofit organizations throughout our community represent the spirit of social responsibility, respect, and compassion that are the hallmarks of the Blue Cross tradition of giving and citizenship in Minnesota.

NOW, THEREFORE, I, MARK DAYTON, Governor of Minnesota, do hereby proclaim April 19, 2012 as:

HEART OF BLUE DAY

in the State of Minnesota, in recognition of the exemplary volunteer community service by employees of Blue Cross and Blue Shield of Minnesota, and their dedication to making a healthy difference in peoples' lives.



IN WITNESS WHEREOF, I have hereunto set my hand and caused the Great Seal of the State of Minnesota to be affixed at the State Capitol this 16th day of April.


GOVERNOR



SECRETARY OF STATE