



Horizon Blue Cross Blue Shield of New Jersey

Making Healthcare Work<sup>SM</sup>

# Brief Notes

News for Brokers and Consultants

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## **Horizon Blue Cross Blue Shield of New Jersey unites employees and brokers to help victims of terrorist attacks**

Horizon Blue Cross Blue Shield of New Jersey joins with the rest of America in mourning the tragic events of September 11, 2001. Through our pain and sorrow, it is crucial that all Americans unite in support of our country and the freedoms on which it was built. Our employees, many of whom witnessed firsthand the devastation of the Twin Towers from our Newark Headquarters, want to help the victims and their families. In response, Horizon BCBSNJ has implemented a company-wide program to support the American Red Cross in their disaster relief efforts.

The American Red Cross has led the efforts of many relief organizations aiding New York City and the victims of the World Trade Center attack and the attack on the Pentagon. Although the American Red Cross has indicated they have an abundance of blood, supplies and volunteers, they continue to need financial contributions to help fund the relief program. Horizon BCBSNJ has established a program by which employees can make donations, either through direct contributions or payroll deductions. Horizon BCBSNJ will match all employee contributions, dollar for dollar.

We know that many of you, our valued brokers, are contributing to the relief efforts. Horizon BCBSNJ will match any contributions made by our Master Brokers, so that together we can provide the American Red Cross with the support they need to help those most directly impacted by these attacks. Please contact your Sales Executive with your contribution information.

We have also offered Empire Blue Cross and Blue Shield office space for employees displaced by the attack. They have accepted, and a group of Empire BCBS employees will be working in our Newark offices as of Monday, September 24. In addition, we have designated Monday, September 24, as our *Red, White and Blue Day*. We have asked employees to show their pride in America by wearing red, white and blue colored clothing on this day. Each employee will also receive a special lapel flag pin. Finally, Horizon BCBSNJ President and CEO Bill Marino has placed a special message on our Web site, [www.horizon-bcbsnj.com](http://www.horizon-bcbsnj.com), to convey our sympathy to the victims and their families on behalf of Horizon BCBSNJ.

Thank you.