

OMAHA – It's amazing what a short, brisk walk can do.

That's why Blue Cross and Blue Shield of Nebraska (BCBSNE) is encouraging Nebraskans to put their best foot forward and participate in National Walk at Lunch Day, Wednesday, April 30 all across the state. BCBSNE offers the opportunity each year for young and old, in school or at work to spend 30 minutes getting some exercise and laying the groundwork for better health.

Research shows that a regular walking routine can lower the risk of heart disease, help you lose weight and improve sleep.

BCBSNE's National Walk at Lunch Day has grown every year across the state, with 57,000 Nebraskans participating in 2013—including 360 businesses, schools and non-profit organizations that registered to get moving for 30 minutes at lunch.

Participation is simple. Pledge any time until April 30 to walk during lunchtime that day. Just go to www.nebraskablue.com, where you will find more information about the walk and how you, a business or organization can register.

A walk stimulates your heartbeat, gets your muscles moving, helps you stand up straighter and builds bone density. It gets you off the couch and away from the refrigerator, improves your mood and attitude and doesn't require much of an investment—except for a good pair of walking shoes and a little time.

If you have questions or need more information about the Walk, contact Nate Odgaard, (402) 982.6528 or nathan.odgaard@nebraskablue.com .