

Highmark makes donation to American Red Cross to aid relief in water crisis

Written by Australian Business

CHARLESTON, W.Va., Jan. 15, 2014 /PRNewswire/ -- Highmark Inc. has announced that it is donating \$15,000 to the American Red Cross West Virginia Region to assist communities across greater Charleston currently under a water ban. Approximately 300,000 individuals in a nine-county area in West Virginia, many of whom are Highmark members and employees, are affected by the water ban.

"At Highmark, we pride ourselves in not only being a caring employer, but most importantly, a caring neighbor to the communities we serve," said Highmark Health's Executive Vice President Dan Onorato.

"The Red Cross is very appreciative of Highmark's help here in West Virginia," said Erica Mani, regional chief executive officer. "Highmark's generous donation is providing the Red Cross with greatly needed resources during this water crisis, and we're glad Highmark is able to help us get supplies to people who need them."

"As a West Virginia company, one of our top concerns is to help our fellow West Virginians," said Highmark West Virginia President Fred Earley. "This donation will help recognize the support the American Red Cross is giving to the affected communities."

As a result of business planning by Highmark, service to West Virginia members was uninterrupted throughout this crisis. In addition to this monetary donation, Highmark has helped employees impacted by the ban by providing them with bottled water and supplies.

About Highmark Inc. Highmark Inc. is among the largest health insurers in the United States and the fourth-largest Blue Cross and Blue Shield-affiliated company. Highmark and its diversified businesses and affiliates operate health insurance plans in Pennsylvania

,
Delaware

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and

West Virginia

that serve 5.2 million members. Its diversified health businesses serve group customer and individual health needs across

the United States

through dental insurance, vision care and other related health businesses. Highmark is an independent licensee of the Blue Cross and Blue Shield Association, an association of independent Blue Cross and Blue Shield companies. For more information, visit

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