

Boys Girls Club Kids and Ironman to Help Celebrate Cross Country Bike Ride to Inspire Healthy Lifestyles

Written by Australian Business

--([BUSINESS WIRE](#))--An estimated 100 children from New York-based Boys & Girls Clubs and Ironman will join Empire BlueCross BlueShield associates, business leaders and riders as “Journey for Health” wraps up the 2013 tour. “Journey for Health” is a bicycle tour created to educate and inspire America’s youth to live healthier lifestyles. It kicked off in Long Beach, California, on August 22nd. Led by [Gary Earl](#), a nationally recognized community leader, the 45-day, 3,200-mile tour has gone through 12 states and wraps up in New York City on October 7th, National Child Health Day.

When: 5:00 p.m. – 6:30 p.m.
Monday, October 7th, 2013

Where: Battery Gardens Restaurant
17 State St., New York, 10004

Who: Brian Griffin, President and CEO, Empire BlueCross BlueShield
Cross country riders & health advocate, Gary Earl
Boys & Girls Clubs of America, Director of Org. Development, C. Gene Bailey
Children from the Madison Square Boys and Girls Club Navy Yard and Joel E.
Ironman

What:

This event celebrates the culmination of “Journey for Health” and will also hold a Bike Dinner side, lasting

Photo Ops: Ironman with young children; children getting helmets and vests

The Journey for Health Tour represents the personal and professional passions and experience of its creator, Gary Earl, a nationally recognized health and well-being professional who for more than three decades has helped companies, communities and individuals experience the value of positive health. This national tour was intended to help spark improvement in the health of individuals and communities; and in this case educate, inspire and motivate Americans to commit to better health. Throughout the tour, Earl and the riders have shared the message of good health through their blogs, daily health tips and meeting with people across the country.

About Empire BlueCross BlueShield

Serving New Yorkers for over 75 years, Empire BlueCross BlueShield is the largest health insurer in New York supporting nearly six million members and more than 38,000 business, union and small employers in New York. Empire BlueCross BlueShield (Empire) is the trade name of Empire HealthChoice Assurance, Inc., and Empire Blue Cross Blue Shield HMO is the trade name of Empire HealthChoice HMO, Inc., independent licensees of the Blue Cross Blue Shield Association, serving residents and businesses in the 28 eastern and southeastern counties of New York State. Additional information about Empire is available at www.empireblue.com. Also, follow us on Twitter at www.twitter.com/healthjoinin, on Facebook at www.facebook.com/HealthJoinIn, or visit our YouTube channel at www.youtube.com/healthjoinin.