

See what's happening.

February 2012



M	T	W	T	F	S	[Closed on Sunday]
		American Heart Month Black History Month			National Wear Red Day	
		1	2	3	4	
	Medicare New Member Mtg		WEDU's Be More Awards	Feeding America Tampa Bay	Free Health Fair 10 a.m. – 4 p.m.	
6	7	8	9	10	11	
	Valentine's Day			Sapphire Awards		
13	14	15	16	17	18	
	Approaching Medicare Info Session		'To Life' Dinner		Approaching Medicare Info Session	
20	21	22	23	24	25	
	United Way Women's Breakfast	Fashion Funds the Cure Event	Did You Know? February is Black History Month. Carter G. Wilson created Negro History Week to recognize African American history in 1926. In 1976, the celebration became one month long, and now in America, it's celebrated every February!			
27	28	29				

Florida Blue center

Across from WestShore Plaza
 201 N. West Shore Boulevard
 Tampa, FL 33609

Monday – Saturday: 10 a.m. – 8 p.m.

Always open at: floridablue.com

For more information:

877-FL-BLUE-0 (877-352-5830)

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In the pursuit of health





Medicare New Member Meeting – Tue. 7th 10 a.m.

If you're a new Blue Cross and Blue Shield of Florida Medicare member and have questions about your coverage, you're invited to a FREE new member event. Please RSVP by calling 1-800-395-7370, TTY users dial 1-800-955-8771 and reference code 307771.



WEDU's Be More Awards – Thu. 9th

WEDU will recognize local charitable organizations and individuals throughout west central Florida at the seventh annual, nationally -recognized and award-winning WEDU Be More Awards ceremony held at the A la Carte Pavilion.



Free Health Fair: Healthy Heart – Sat. 11th 10 a.m. - 4 p.m.

Free health screenings that include blood pressure, cholesterol and glucose. Free massages and giveaways. Meet one-on-one with our health care experts and get your questions answered in person whether it's about the right health care plan for you or how to take steps towards achieving better health. This month's focus is on how to maintain a healthy heart - come by and get the facts.



Approaching Medicare Seminars

Tue. 21st 10 a.m. English; Thu. 23rd 2 p.m. Spanish ; Sat. 25th 10 a.m. English

As you approach age 65, one of the most important things you will do is make decisions about your health care coverage. To help make your transition to Medicare as informed as possible, Florida Blue offers monthly Approaching Medicare Information Sessions. **Space is limited, so choose the day and time that works best for you and register today! Call us at 877-FL-BLUE-0 or visit us at floridablue.com to register for an event.**



'To Life' Dinner – Thu. 23rd 6:30 to 9:30 p.m.

The Florida Holocaust Museum is pleased to present their annual benefit and dinner, To Life: Celebrating 20 Years. The event will take place at the Progress Energy Center for the Arts – The Mahaffey Theater, St. Petersburg.



United Way Women's Breakfast – Tue. 28th 7:30 – 9:30 a.m.

Ilene Gershberg, Founder/CEO of FIT to WORK, LLC and Author of FIT and POWERFUL will be speaking on health promotion to maximize productivity and performance at work. The event is open to the public and a light breakfast will be offered.



Fashion Funds the Cure Event presented by the Pediatric Cancer Foundation – Wed. 29th

Held at Neiman Marcus located in the International Mall

On Wednesday, February 29, 2012, the Pediatric Cancer Foundation will host the Ninth Annual Bright House Networks Fashion Funds the Cure presented by Neiman Marcus and Mercedes-Benz. This is not your average fashion show. It is a celebration of incomparable strength and courage as girls battling cancer make their debut on the runway. For more information on tickets and donations please visit www.pcfusa.org

Florida Blue is proud to be a sponsor of the Be More Awards, the To Life dinner and the Fashion Funds the Cure Event.

Did You Know?

February is Heart Health Month

Keep your heart healthy with a nutritious diet by avoiding saturated fats and using less salt. Regular intake of fish obstructs unwanted sodium and may help put off sudden cardiac arrest.

February is Black History Month

Join us in celebrating the people and places that tell the story of African Americans' contributions throughout our nation's history.

Valentine's Day

Saint Valentine's Day, commonly shortened to Valentine's Day, is an annual commemoration held on February 14 celebrating love and affection, a day on which lovers express their love for each other by presenting flowers, offering confectionery, and sending greeting cards (known as "valentines"). The heart is an international symbol of love.

New Text Capability Gives You Florida Blue Events (One way SMS)



To receive text alerts about events happening in the Florida Blue centers, simply text in a key

word (Ex: TPAEVENTS) to 51552 and you'll receive up-to-date information about events. Be among the first twenty people to show your text at our health fair and receive a gift compliments of Florida Blue.