



# blue bits

## Shopping spree...

Last month, 100 children from the [German Town Neighborhood Center](#) (GNC) enjoyed a three-hour shopping spree at Dick's Sporting Goods in Dedham. The store was closed to the public so each child could shop with glee using a \$100 gift card. [Joyal Capital Management Foundation](#) hosted the event, and BCBSMA's **Lisa McCarthy** chaperoned.

BCBSMA has a long-standing relationship with the GNC and has supported them by improving business workflows and technologies, adopting families for holiday giving, and providing specialty support through the Concierge Club.



**\$100 FOR 100**

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