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FOR IMMEDIATE RELEASE

News Release

Registration opens for revamped Blue & You Fitness Challenge; Arkansans encouraged to start 2021 ... strong!

Little Rock, Ark. (December 22, 2020) — If you're ready to say "so long" to 2020 and start 2021 strong, then step up to the Blue & You Fitness Challenge.

Group registration for the 2021 Blue & You Fitness Challenge – the longest running, free group fitness challenge in Arkansas – is open! Teams or groups can register ... now ... by sending an email to info@blueandyoufitnesschallenge-ark.com and including the company/team/group name and contact information. The deadline to register groups to participate is **January 14!**

The 2021 Fitness Challenge is undergoing a complete makeover that will launch in the coming weeks. Participants can expect a new and improved experience with an interactive health and wellness platform to more easily track activity and measure standings. The new platform will include:

- A new point tracking system
- Ability to sync with wearables
- New group size categories
- Automated support from Wellable (the platform host) in terms of reminders, troubleshooting and team maintenance
- A mobile app (for apple and android)
- Ability to earn additional points for engaging in healthy behaviors like drinking eight glasses of water, sleeping seven hours, meditating, etc.
- Ability to view team standings in real time
- Some online surprises in support of social distancing

The Fitness Challenge also is getting a whole new brand look and website.

Important Deadlines for 2021 Challenge:

- January 14 – deadline for group registration
- February 1 – individual participant registration opens
- February 28 -- deadline for individual registration in groups
- March 1 – Challenge begins

A PROGRAM OF

Arkansas Blue Cross and Blue Shield, the Arkansas Department of Health & the Arkansas Department of Human Services



This is the 18th year for the Blue & You Fitness Challenge, founded and hosted by Arkansas Blue Cross and Blue Shield, the Arkansas Department of Health and the Arkansas Department of Human Services. This free three-month fitness competition engages participants in exercise to gain points based on their activities. The Challenge begins March 1 and runs through May 31 every year. Businesses and organizations participate in the event as part of their wellness programs, while friends and family use the contest as a way to organize and focus activities to stay or get in shape, infuse new energy into their routines, remain connected and have fun!

For more information, call 800-686-2609.

Strong starts [here!](#)

About Arkansas Blue Cross and Blue Shield

Founded in 1948, Arkansas Blue Cross and Blue Shield, an independent licensee of the Blue Cross and Blue Shield Association, is the largest health insurer in Arkansas. Arkansas Blue Cross and its affiliates have more than 3,200 employees.

The Blue Cross and Blue Shield Association is comprised of 36 independent, community-based and locally operated Blue Cross and Blue Shield Plans that collectively provide healthcare coverage for nearly 106 million members — one in three Americans.

About Arkansas Department of Health

The mission of Arkansas Department of Health (ADH) is to protect and improve the health and well-being of all Arkansans. The ADH accomplishes this mission by responding to outbreaks and other public health emergencies, implementing programs to educate and improve health outcomes, licensing and certification of professionals and facilities, and providing evidence-based preventive health services in communities throughout the state. In 2016, the ADH received national accreditation through the Public Health Accreditation Board.

About Arkansas Department of Human Services

Together we improve the quality of life of all Arkansans by protecting the vulnerable, fostering independence and promoting better health.

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For more information, call

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