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FOR IMMEDIATE RELEASE

News Release

Blue & You Fitness Challenge Group Registration deadline extended to January 24. Register now.

Little Rock, Ark. (January 12, 2021) — Group registration for the Blue & You Fitness Challenge has been extended to **January 24**. Start 2021 strong by registering your group/team today by sending an email to info@blueandyoufitnesschallenge-ark.com and including your company team/group name and contact information.

The 2021 Fitness Challenge has undergone a complete makeover. Participants can expect a new and improved experience powered by Wellable's 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 (e.g., Apple Health, Garmin, Fitbit)
- 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 24** – deadline for group registration
- February 1 – individual participant registration opens
- February 28 – deadline for individual registration in groups
- March 1 – Challenge begins

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.

About Wellable

Wellable operates next-generation wellness challenges and health content technology platforms and complements these solutions with on-site and virtual services, such as fitness classes, seminars, health coaching, and more. The technology's flexibility allows organizations to customize and configure a program to meet their needs and objectives while providing a rich experience for end-users. Wellable works with employers and health plans of all sizes and has active users in more than 33 different countries.

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For more information, call

Kristy Follett, Arkansas Blue Cross, 501-378-5869

Chenell Tucker, Arkansas Department of Health, 501-661-2150

Kaitlyn Jensen, Department of Human Services, 501-396-6458

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



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