



Strong starts here

What it is

The **Blue & You Fitness Challenge** is a three-month (March 1 – May 31) contest. The Challenge aims to prove you can start living a healthy active life anywhere, any time! Groups will compete against similarly sized teams from across the country to earn Wellable points by completing a variety of cardiovascular and strength activities. The teams with the most points in each size category will be named the winners of the Challenge.

Who it's for

Everyone! Companies often use the Challenge to launch or compliment their own wellness programs. Team members can motivate participants through peer encouragement, which makes it easy to manage fitness goals for large and small groups. Individuals also benefit from the easy-to-use logging platform and the ability to sync wearable devices to help keep track of their activities. Anyone who wants to be healthy through consistent exercise will be helped by the Challenge!

How to participate

Create and name your group

A group can be as small as two people, with no maximum number. You can look to your family, friends, co-workers, church or business for group members. All participants must be age 13 or older.

Assign a group administrator to register your group by mid-January

The group administrator is responsible for registering the group at info@blueandyoufitnesschallenge-ark.com and managing the participants throughout the contest. Group administrators must be 18 or older.

Register individuals before March 1

After the group administrator registers your group, you will be able to join the team by visiting <https://app.wellable.co/blueandyoufitnesschallenge> and selecting your group/team name from a drop-down menu.

Move, Log and Promote

March 1- May 31

Participants complete the eligible activities and log them or sync their wearable device to boost your groups total. Group administrators should encourage members to stay active and enter their exercise. Newsletters, emails, posters, virtual meetings and even virtual fitness fairs are good ways to promote the Challenge for larger groups.

Each group's progress is shown on the Wellable leaderboard to motivate participants to maintain their exercise routines.

Challenge Details

Completing the Challenge:

The team in each size category that finishes the challenge with the highest average points will be crowned the champions!

Earning Wellable Points:

1 Step = 0.05 Wellable Points

1 Mile (Walk/Run) = 100 Wellable Points

1 Mile (Cycle) = 30 Wellable Points

30+ Min Of Fitness Activity / Healthy Location Check-in = 150 Wellable Points

Daily Maximum = 1,000 Wellable Points

Daily Challenge = 50 Wellable Points

Daily Maximum = 100 Wellable Points

Evaluating Success

Group members will have access to real-time progress data on the leaderboard that shows how the group is doing compared to others.

This information helps determine the success of your group's contest as a whole and your teammates' personal success.

Promoting as a Partner

The Blue & You Fitness Challenge name and logo are registered by Arkansas Blue Cross and Blue Shield. If your company or group holds its contest during the same time as the Blue & You Fitness Challenge, please contact Arkansas Blue Cross (ksoflett@arkbluecross.com) for information on how to include the logo and/or language in your communication pieces or social platforms so that your contest may be identified as being held "in conjunction with," "as part of" or "along with" the Blue & You Fitness Challenge.

app.wellable.co/blueandyoufitnesschallenge



info@blueandyoufitnesschallenge-ark.com | 1-800-686-2609

EASY TO USE!

You can log your exercise with your smartphone or wearable device.



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