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FOR IMMEDIATE RELEASE

News Release

Blue & You Fitness Challenge ends strong; winners announced

Little Rock, Ark. (June 7, 2021) — The 2021 Blue & You Fitness Challenge finished strong! Participants learned which teams won the top spots for the Challenge on June 2.

This year, 4176 participants in 77 groups joined the competition. Groups from across the United States participated in the Challenge and ranged in size from 2 to 1,200 participants. Collectively, all Challenge competitors exercised for a total of 1,830,391 miles and completed 250,485 Daily Challenges during the contest.

The winners are:

Size Category: Small (2–25 participants)

- 1st Place:** Law Group of Law Group of NWA– Fayetteville, AR
- 2nd Place:** Lake Area Fit of Lake Area Powersports – Heber Springs, AR
- 3rd Place:** The Cougars of Conway Schools – Conway, AR

Size Category: Medium (26–75 participants)

- 1st Place:** Welspunites of Welspun Tubular – Little Rock, AR
- 2nd Place:** FABULOUS FHS SPED TEAM of Fayetteville High School – Fayetteville, AR
- 3rd Place:** K&K Veterinary Supply, Inc. – Tonitown, AR

Size Category: Large (76+ participants)

- 1st Place:** Arkansas Tennis of USTA Arkansas – Little Rock, AR
- 2nd Place:** UNITY of Unity Health – Searcy, AR
- 3rd Place:** Searcy Public Schools – Searcy, AR

Size Category: Founders

- 1st Place:** Arkansas Department of Health
- 2nd Place:** Arkansas Department of Human Services
- 3rd Place:** Arkansas Blue Cross and Blue Shield

Each year, the founders of the Challenge, Arkansas Blue Cross and Blue Shield, the Arkansas Department of Health (ADH), and the Arkansas Department of Human Services (DHS) compete against each other. For the last three years, DHS has taken the top prize in the Founder's Challenge, but this year the ADH claims first place!

The 2021 Challenge got a new makeover, along with a new and improved interactive health and wellness platform, powered by Wellable, to more easily track participants activity and measure standings. Also new this year was the ability to sync to wearables and access to a free library of on-demand exercise classes. The ease and access of these additions boosted challengers' engagement tremendously. In fact, 64 percent of participants synced their wearable device.

The 2022 Fitness Challenge will be held March 1 through May 31, 2022. Team captains should watch for registration information, beginning in December 2021. For more information, visit blueandyoufitnesschallenge-ark.com.

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 2,700 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

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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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