

Blue & You Fitness Challenge

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FOR IMMEDIATE RELEASE

News Release

2022 Blue & You Fitness Challenge registration under way

Join Arkansas Blue Cross and Blue Shield, the Arkansas Department of Human Services and the Arkansas Department of Health in building a healthier Arkansas

LITTLE ROCK, Ark. (December 9, 2021) — Challenge accepted! Over the last 18 years, more than 100-thousand people in Arkansas and around the country have joined Arkansas Blue Cross and Blue Shield, the Arkansas Department of Health and the Arkansas Department of Human Services in becoming more active, improving their health and taking part in a little free, friendly competition. Plan to make 2022 your year.

Group registration is under way now for the 2022 Blue and You Fitness Challenge. Whether you are a business, a school, group of neighbors, a family or community organization, visit <https://blueandyoufitnesschallenge-ark.com/> and sign up your team now. The team registration deadline is January 24. Then February 1-28, friends and co-workers can sign up to join a registered team.

"It's a great way to build comradery and create a healthier, happier workforce and community," said Kristen Lippencott, Arkansas Blue Cross wellness program manager.

The latest data show:

- 70% of participants reported better health at the end of the three months.
- 82% said they achieved their personal goals.
- 64% reported less stress.
- 77% said they were better able to exercise after completing the Challenge.

Participating is easy. Just log daily activity in the Wellable app to earn points for your team or sync your fitness device and allow it upload your data for you. The Blue & You Fitness Challenge runs from March 1 through May 31.

"There are bragging rights on the line – and a trophy – for teams winning the Challenge," said Lippencott. "But the best rewards are better health and fitness. Strong starts HERE!"

A PROGRAM OF

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



About the Blue & You Fitness Challenge

The Blue & You Fitness Challenge, founded in 2004 and hosted by Arkansas Blue Cross and Blue Shield, the Arkansas Department of Health and the Arkansas Department of Human Services, is a free three-month fitness competition in which participants exercise and log their activity. The Challenge is held March 1 through May 31. Companies and organizations participate in the event as part of their wellness programs, while friends and family use the contest to focus on fitness goals, infuse new energy into their routines, remain connected and have fun! Points gained from logging activity lead to contest recognition and rewards. But the best bonuses are better health and fitness.

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