

Blue & You Fitness Challenge
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FOR IMMEDIATE RELEASE

News Release

Blue & You Fitness Challenge Enters its 20th Year ***Group Registration Under Way Now***

LITTLE ROCK, Ark. (November 15, 2022) — Over the past two decades, more than 100,000 people around the country have teamed up for better health. In 2023, the Blue and You Fitness Challenge turns 20, and it promises to be better than ever. Group registration is under way now!

Arkansas Blue Cross and Blue Shield, the Arkansas Department of Health and the Arkansas Department of Human Services host the free, friendly competition with a goal to not only improve participants' fitness levels but also improve their overall well-being. Teams are encouraged to be more active and take part in healthy behaviors, including:

- Getting plenty of sleep
- Drinking 8 glasses of water each day
- Stretching
- Volunteering
- Meditating/Relaxing

Any group can form a team — businesses, schools, book clubs, community and municipal organizations, even your local PTA. Groups can register their team at <https://blueandyoufitnesschallenge-ark.com/> through January 25. Then February 1-28, friends and co-workers can sign up to join your team. The Challenge runs March 1 through May 31.

Participating is easy using our wellness platform powered by Wellable. Just log your daily activity through the Wellable app to earn points for your team or sync your fitness device and allow it upload your data for you. The app also gives

participants access to free on-demand fitness classes, meal planning and educational webinars. The Blue & You Fitness Challenge is open to everyone.

“A lot of times, people think being healthy means hitting the gym and restrictive diets, but we want to change that perception,” said Blue and You Fitness Challenge administrator Kristen Lippencott. “The Meriam-Webster dictionary defines health as the condition of being sound in body, mind or spirit, and that’s what we are encouraging people to do.”

People who engage in healthy behaviors are shown to:

- Have a lower risk of disease
- Have more energy
- Experience increased happiness/less depression
- Experience increased feelings of self-worth
- Save money

"It's a great way to build comradery and create a healthier, happier workforce and community," Lippencott added.

Last year, 95% of survey respondents said the Challenge motivated them to increase their physical activity and lead a healthier life. More than 86% said it helped them create or maintain healthy behaviors, and those who said they would participate again – 100%.

About the Blue & You Fitness Challenge

The Blue & You Fitness Challenge is a free, three-month competition in which participants are encouraged to exercise, make healthy choices and log those activities to earn points. The Challenge is held from 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 health goals, infuse new energy into their routines, remain connected and have fun! Points gained from logging activity leads to contest recognition and rewards, but the best bonuses are better health and fitness. The Challenge was founded in 2004 and is hosted by Arkansas Blue Cross and Blue Shield, the Arkansas Department of Health and the Arkansas Department of Human Services.

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