

**Blue & You Fitness Challenge**  
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**FOR IMMEDIATE RELEASE**

# News Release

## Blue & You Fitness Challenge Celebrates 20<sup>th</sup> Year With \$20,000+ in Prizes

**Registration under way now for teams interested in participating in the 2023 free wellness event**

**LITTLE ROCK, Ark. (January 12, 2023)** — Taking part in the 2023 Blue & You Fitness Challenge is more rewarding than ever before. In honor of the Challenge's 20<sup>th</sup> year, teams could win one of multiple prizes totaling \$20,000; individuals could win one of multiple prizes totaling \$10,000.

The annual wellness event is hosted each year by Arkansas Blue Cross and Blue Shield, the Arkansas Department of Health and the Arkansas Department of Human Services. The goal is to encourage participants to become more active and invested in their whole health.

"The Blue & You Fitness Challenge gets bigger and better every year," said Challenge Administrator Kristen Lippencott. "What better way to kick off the new year and get ready for spring than to focus on our wellness? We often find ourselves so busy and focused on day-to-day life that we neglect to take care of ourselves – body, mind and soul. In 2023, we want to change that."

The Challenge is a team event. Businesses, civic groups, friends and families, and organizations are encouraged to register a team by **January 25** at [blueandyoufitnesschallenge-ark.com](http://blueandyoufitnesschallenge-ark.com). February 1-28, these groups recruit people to join their teams. The Challenge kicks off March 1 and lasts through May 31.

"The Blue & You Fitness Challenge is about improving your wellbeing, whatever your fitness level. This is something everyone can do." Lippencott added.

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Participating is easy. Team members log their daily activity and healthy behaviors into Wellable, the Challenge's convenient online platform. Participants can earn points for their team by exercising, taking part in healthy behaviors like getting a good night's sleep and meditating, or even watching one of the free wellness webinars. Participants also have the option to sync their wearable fitness device or manually log their physical activity via mobile app or desktop.

Also available to participants — free through Wellable — are on-demand fitness and wellness classes, recipes and meal planning guides, and a chat feature to cheer on teammates.

Over the three-month Challenge, 10 prizes of \$2,000 each will be awarded to teams by Arkansas Blue Cross for accomplishing goals such as logging activities and participating in on-demand classes. All teams are eligible for up to \$2,000 in prizes. Individual participants are eligible to win one of 20 prizes of \$500 each. All qualifying participants — individuals and groups — will be entered into a drawing to determine the winner of each prize.

### **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 their 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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