

Blue & You Fitness Challenge
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FOR IMMEDIATE RELEASE

News Release

Cash in for Good Health at the Blue & You Fitness Challenge kickoff

LITTLE ROCK, Ark. (February 21, 2023) — Join Arkansas Blue Cross and Blue Shield, the Arkansas Department of Health and the Arkansas Department of Human Services for the 2023 Blue & You Fitness Challenge kickoff on March 1. The public is invited to War Memorial Park in Little Rock for “Cash in for Good Health,” a celebration marking the start of the three-month Challenge.

From 11 a.m. – 1 p.m., the public is invited to enjoy food from popular food trucks, sing along to great music from DJ Hollywood and register for door prizes.

The annual wellness event was created to encourage Arkansans to become more active and invested in their whole health. Through May 31, participants will track their exercise and healthy behaviors, like meditation, to earn points for their teams.

This is the 20th year for the Challenge. In honor of the anniversary, teams could win one of 10 \$2,000 prizes for accomplishing monthly goals. Individual participants are also eligible to win one of 20 \$500 prizes.

“The Challenge represents how vital we feel our whole health is to our well-being, the well-being of our families and the well-being of our communities,” said Arkansas Blue Cross President and CEO Curtis Barnett. “By taking good care of our mental, physical and emotional health, we can truly be our best selves.”

More than 130 teams have signed up for this year’s challenge.

“We look forward to the Blue and You Fitness Challenge every year. It is such a fun, easy way to get Arkansans moving by encouraging them to do things they enjoy,” said Renee Mallory, Interim Secretary of Health, ADH.

“We hope groups who have signed up to participate in the Challenge will join us for this kick-off event and maybe get in their first activity for the contest!”

The Arkansas Department of Health won last year’s Founder Challenge averaging 27,140 points per team member, just narrowly beating the Department of Human Services, who earned an average of 24,181 points per team member.

“The Arkansas Department of Human Services is excited to be a part of an outstanding program like the Blue & You Fitness Challenge that encourages exercise and healthy daily habits,” said DHS Secretary Kristi Putnam. “There are so many benefits to staying active and keeping fit, and this competition helps us focus on developing healthy routines in a positive way. I know many of my colleagues are planning to join me in competing, and I’m looking forward to DHS showing up in force for the challenge!”

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.

