



**Blue & You Fitness Challenge**  
c/o 601 S. Gaines St.  
P.O. Box 2181  
Little Rock, AR  
72203 -2181

**FOR IMMEDIATE RELEASE**

# News Release

## **State agencies, Arkansas Blue Cross and Blue Shield announce opening of registration for free program to improve health and wellness**

**LITTLE ROCK, Ark. (September 6, 2023)** — In 2024, Arkansans seeking to improve their physical and mental well-being can take part in a free program created to increase focus and recognition of participating in healthy behaviors. Registration is currently under way for those wanting to create a team to participate in the Blue & You Fitness Challenge.

The Challenge was created in 2004 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.

“Arkansas has one of the highest obesity rates in the nation and above average numbers of people experiencing anxiety and depression,” said Challenge Administrator Kristen Lippencott. “By creating teams, or communities of support, and working together to be more active and engaged in healthy behaviors, we can improve our health and the well-being of our neighbors.”

Those wishing to create a team within their workplace, civic group or group of friends should register their team name at <https://blueandyoufitnesschallenge-ark.com> by January 25, 2024.

The 3-month Challenge is tailored for all fitness and wellness levels and begins March 1.

The Challenge is designed to be a fun way to improve wellness. Team members log their daily activity and healthy behaviors into the free Wellable® app or online platform, or they can sync their fitness trackers for easier logging. Participants earn points for their team by exercising, taking part in healthy behaviors such as getting a good night's sleep and meditating, drinking water or even watching one of the free wellness webinars.

The free Wellable® platform also includes on-demand fitness and wellness classes, recipes and meal planning guides, and a chat feature to cheer on teammates.

“Now is the time to declare your team for the Challenge,” Lippencott added. “In February, you’ll begin recruiting your teammates, but the first step is to register a team before the deadline. After all, bragging rights and better health are to be won!”

### **About the Blue & You Fitness Challenge**

The Blue & You Fitness Challenge is a free three-month program 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! 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.

