

Blue & You Fitness Challenge

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FOR IMMEDIATE RELEASE

Arkansans invited to kick off annual Challenge with food, fun and fitness

LITTLE ROCK, Ark. (February 28, 2024) — Arkansas Blue Cross and Blue Shield, the Arkansas Department of Health and the Arkansas Department of Human Services invite Arkansans and their neighbors to join them for the kickoff of the 2024 Blue & You Fitness Challenge.

On March 1, 11 a.m. – 1 p.m., sing along to great music from DJ Hollywood, play pickleball and other games, and enjoy popular food trucks including Tacos Godoy and Green Leaf Grill. The community is invited, whether they are participating in the Challenge or just looking for something fun to do on their lunch break. The event will be held across the street from Arkansas Blue Cross' headquarters at 601 S. Gaines St. in downtown Little Rock.

"This year, our theme is 'Mr. Roger's Neighborhood,'" said Challenge director Kristen Lippencott. "We've been working with our neighbors, ADH and DHS, for more than 20 years. We continue to believe that together we can positively influence the health of our communities – and we invite everyone to join us March 1 to get a jump start on good health and well-being!"

As part of the celebration, Jazzercise® instructors will be teaching free classes, and the Arkansas Scholarship Lottery will be providing Speed Pitch fun. Further embracing this year's theme of taking care of our neighbors, attendees are also invited to donate new or gently used sneakers and athletic shoes of all sizes to support The Van, a non-profit organization assisting unsheltered Arkansans. Collection boxes will be available at the event.

"The Blue & You Fitness Challenge is an opportunity for us all to come together and support each other, not just in fitness, but in a more holistic way," Lippencott added.

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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