



An important message from

Have you been trying to get healthier? Are you interested in helping your colleagues do the same? Do you like friendly competitions?

If so, we have the perfect opportunity for you. Twice a year our health care partner hosts a free and fun weight-loss challenge called Win by Losing.

And good news.

It returns this spring, Feb. 11 to April 12, 2019. You're invited to be part of our team. Are you up to the challenge? It's a great way to help support — and motivate you to achieve — your health goals throughout the year. But this is not just a chance for us to lose as many pounds as possible; it's a competition, too. We'll compete against other Blue Cross and Blue Care Network group customers for coveted bragging rights and a team trophy.

Need a little extra motivation? Since Win by Losing launched in 2009, more than 146,000 pounds have been lost by participants — over 73 tons! If that's not impressive, then I don't know what is.

Many resources are available to help us get healthier. Go to bcbsm.com/yourhealth to learn more about Win by Losing and check out the toolkit. A few of the items include:

- Exercise and diet tips
- More than 40 healthy, simple and quick recipes
- A page to help you set a variety of health goals
- Many health and wellness videos
- Meal plans for different calorie intake levels
- And much more

It may only be a nine-week competition, but the toolkit is available to us all year long.

Once each round begins, we can see how we're doing against the other companies. The leaderboard updates each week on the competition website and is sorted by the number of participating employees.

We hope you'll join our winning team. We'll appoint a team captain soon who will handle registration and submit our weight-loss numbers for us.

Now what do you say? Let's put our game faces on and get in the game to win this thing. We'll feel better mentally, physically and we'll show the other companies what we're all about!

Feel free to contact Lisa Ensign at 313-448-1066 or WinbyLosing@bcbsm.com if you have any questions about the competition.