Are you up to the challenge??

Benefits-eligible employees please join us in the Blue and You Fitness Challenge and help make it the University's most successful year!!!

The Blue & You Fitness Challenge was created by Arkansas Blue Cross Blue Shield and the Arkansas Department of Health to engage employees in physical activity to improve their health. Agencies of comparable sizes compete against each other for “bragging rights”. The contest begins on March 1st and ends on May 31st. Participants are asked to engage in 30 minutes of cardiovascular-focused exercise at least 3 times per week. Participants log their exercise on the website and virtually move across the United States. This is a free program and is designed for you to have fun while improving your health. The deadline for individual and team registration is February 28, 2014.

Participation in the challenge may be on an individual basis or as part of a team. Everyone MUST register individually prior to joining a team. ATU Teams must consist of 5 or more members.

All you have to do is register by following the instructions below no later than February 28th:

2. Click on Register
3. Enter group code “atu” in the Individual Registration box, click the GO button.
4. Step 1: Enter required information
5. Step 2: Create login and password
   (If you want to be a team captain, click the box beside “I Would Like to Form a Team” and enter a team name.)
6. Step 3: Click “yes” if you are 13 or older, click “I agree” under the disclaimer and click the “Submit” button.

What's New this year?

1. **Website:** New look
2. **Exercise Logging:** The eligible exercise list has been expanded and participants can now earn up to two checkpoints in a single day of exercise depending on the type of exercise and duration. Participants will log the amount of time spent exercising in addition to the type of exercise. For example, walking 30 minutes earns 1 checkpoint, whereas walking an hour or more earns 2 checkpoints. Running (or another vigorous type exercise) 30 minutes or more earns 2 points. We made this change to better recognize participants for exercising longer and/or more vigorously.
3. **Group Progress:** The former Progress page is now called the Leaderboard
4. **Registration:** The required information is the same but the functionality is slightly different
5. **About:** The Contest information, History and Route information is now all available on the About link