



# 2024 AHEALTHYME<sup>®</sup> REWARDS CHALLENGE OVERVIEW

## Get your employees\* informed, engaged, and excited to sign up.

Be proactive and promote ahealthyme Rewards virtual team challenges. The theme changes every quarter, giving your employees new motivation to get moving, track their steps, and earn more points,\*\* so they can earn more rewards.

### Q1 Productivity Power-Up

Work productivity is important, and not just because it helps your workplace. It also generally corresponds to your mental wellbeing. In this challenge, rack up steps while learning tips on how to improve and feel better about how you work. Ready? It's time to power-up your productivity!

Registration Starts: **2/5/24**  
Challenge Starts: **2/19/24**  
Challenge Ends: **3/18/24**

### Q2 Postcard Perfect Trek

Walking warriors and wild wanderers! Gather your crew and trekking gear — you're headed up North. This route starts in Northern United States, winds through Canadian parks and cities, then heads back to Seattle for the finish line. Pick up your steps to travel the course and unlock new destinations.

Registration Starts: **4/29/24**  
Challenge Starts: **5/13/24**  
Challenge Ends: **6/10/24**

### Q3 Walk the Wonders

Ever dreamed of climbing Machu Picchu? Or roaming along the Great Wall of China? Well, globe trotters — this challenge is for you. Gather a team, boost your steps, and explore the New 7 Wonders of the World together.

Registration Starts: **7/29/24**  
Challenge Starts: **8/12/24**  
Challenge Ends: **9/9/24**

### Q4 Appalachian Trail

Time to get rugged! Your crew is going start to finish on this legendary trail. Trek to each destination, unlocking American backcountry and survival tips as you go. Better pack your team spirit and gusto — it's a long hike from here!

Registration Starts: **10/21/24**  
Challenge Starts: **11/4/24**  
Challenge Ends: **12/2/24**

## Engage Your Employees

We've created easy-to-use communications to encourage your employees to sign up.  
Visit [ahealthymerewards.com/employerportal](https://ahealthymerewards.com/employerportal)

\*Program is available to Blue Cross Blue Shield of Massachusetts subscribers only.

\*\*Data upload deadline is Wednesday following the challenge end date. Points are available Friday after the challenge end date.

