

New Member Special: Join the Fitness Program and Pay No Fee in March

Beginning March 1, new members can join the Fitness Program and pay no enrollment fee.¹ Sign up by March 31 to get this great deal!

The Fitness Program offers flexibility, convenience and ease for just one low monthly fee. Members have access to more than 10,000 participating facilities so they can work out whether traveling, at home or at work.

Other features of the Fitness Program include:

- Online enrollment and tracking
- Automatic monthly payment withdrawal
- No long-term contract. Pay only \$25 per member per month
- Current members who refer a qualifying new member will receive a free month of membership.² New members will receive a free month³ as well. Members can refer one new member each month.
- Access to discounts through a nationwide Complementary and Alternative Medicine (CAM) network of 40,000 health and well-being providers such as massage therapists, personal trainers and nutrition counselors
- Weekly Blue Points^{SM4} for regular visits. You will earn 2,500 bonus points for joining the Fitness Program. Redeem points for apparel, books, electronics, health and personal care items, music and sporting goods.

To snag your free enrollment, log in to BAM at bcbstx.com and search for the Fitness Program under [Quick Links](#). You will need to enter the code "FIT4SPRING" during enrollment to join for free before March 31. If you have any questions or prefer to enroll over the phone, call 888-762-BLUE (2583) Monday through Friday, between 7 a.m. and 7 p.m., CT (6 a.m. and 6 p.m., MT).



REAP THE REWARDS OF EXERCISE

Regular physical activity is an essential part of healthy living. It can help you:

- Maintain a healthy weight
- Lower your blood pressure
- Manage stress
- Increase your stamina and strength
- Improve sleep
- Reduce your risk for several diseases
- Improve your overall health
- Boost your energy so you can go on family outings, play sports, dance, travel and engage in other activities that can make life more enjoyable

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“This program is amazing! I heard about it from a coworker and signed up immediately. It allows me to visit the gym close to my home as well as one with a variety of exercise classes with my friends. I believe this is the best program offered by my health plan!”

– Member

¹ New members must enter the coupon code FIT4SPRING to qualify for free enrollment until March 31, 2018. Members who do not use this coupon code will be charged the standard \$25 enrollment fee. After March 31, 2018, the regular enrollment fee of \$25 will apply to all new memberships. Members must be 18 or older to join the Fitness Program.

² Current members of the Fitness Program will receive one free month (value of \$25) during the next billing cycle upon enrollment of a qualifying new member. Limit of one referral per current Fitness Program member per month.

³ New members will only receive a free month of membership if they have a qualifying name and Fitness Program ID number of a current Fitness Program member. To ensure that they qualify, members should check their benefits. Members must be 18 or older to join the Fitness Program.

⁴ Program Rules are subject to change without prior notice. See the Program Rules on the Well onTarget Member Wellness Portal for further information.

The Fitness Program is provided by Tivity Health™, an independent contractor that administers the Prime Network of fitness centers. The Prime Network is made up of independently owned and operated fitness centers.

Blue Cross and Blue Shield of Texas, a Division of Health Care Service Corporation, a Mutual Legal Reserve Company, an Independent Licensee of the Blue Cross and Blue Shield Association