



An important message from

I'd like to tell you about an exciting opportunity from our health care partner, Blue Cross Blue Shield of Michigan. Together, we're delivering Win by Losing — a wellness challenge that can help you take personal responsibility for your health and reach your weight-loss goals.

Win by Losing is a free, fun and healthy challenge that is back by popular demand. Participants from the last 5 rounds of the competition collectively lost over 28,000 pounds — that's over fourteen tons of weight.

The official competition kicks off on February 27, 2012, and will run until April 27, 2012. Although this is a nine-week event, this competition is about being healthy all year round. We'll be competing against other Blue Cross customers for bragging rights.

Here are some tips to keep in mind:

- Visit bcbsm.com/yourhealth for diet and exercise tips.
- Log in to Member Secured Services on bcbsm.com and check out wellness resources and take your own health assessment.
- E-mail winbylosing@bcbsm.com with any concerns or questions.
- And most importantly — get ready to have some fun!

Once the competition is underway, Blue Cross Blue Shield of Michigan will post the top loss-leader companies, by division, on a weekly basis at bcbsm.com/yourhealth so we can see how we stack up against the competition.

Let's get in the game and work toward a company-wide goal of healthy living. We can kick off 2012 the right way, so let's go!