

Made available through



SPRING INTO SUMMER WELLNESS

WITH A LIMITED-TIME OFFER

Spring is here and summer's not far behind. If you have lots of outdoor activities planned for the upcoming season, now is the perfect time to jumpstart your fitness journey.

Join now to get your \$0 enrollment offer!^{1,2}
Learn more at blue365deals.com/fyw and use code **FYWENROLL4FREEMAR** when you sign up.



MORE GYM, LESS MONEY

Fitness Your Way[®] lets you join as many gyms as you want, wherever you live, work, and play.

Working out should be accessible to everyone. Wherever you want to sweat.

- Four gym packages available starting at \$19/month,³ with no enrollment fee in March^{1,2}
- Join as many gyms as you want with access to 13,000+ fitness locations⁴
- Digital only package also available for just \$10 a month⁵ (all digital content included with gym packages)
- On-demand videos available 24/7 and live virtual classes like cardio, bootcamps, barre, and yoga from Bernalong[®]

And even more⁶

- Access 20,000+ health and well-being specialists
- Up to 50% off services like acupuncture, chiropractic, and nutrition
- Plus discounts on vitamins, exercise equipment, and more



EMBRACE THE JOY OF SPRING AND LET IT INSPIRE A HEALTHIER, HAPPIER YOU FOR THE WARMER MONTHS



1. EMBRACE EFFICIENCY

Instead of endless hours at the gym, you can achieve your summer wellness goals more efficiently by working smarter, not harder. Compound exercises like squats, deadlifts, and presses work large muscle groups at once, allowing you to build strength quickly. High-intensity interval training (HIIT) boosts your metabolism and lets you get a great workout in just 20-30 minutes, leaving you with more time to enjoy the beautiful spring weather.



2. PUT A PLAN IN MOTION

Doing the same workouts every day or wandering into the gym without considering your goals doesn't typically get great results. Think about what you want to achieve and create a roadmap to get you there. Schedule your workouts ahead of time to help you stay consistent. A favorite weekly group class or time of day to hit the gym can help you build a routine you look forward to.



3. NURTURE YOUR WHOLE SELF

Your wellness journey isn't just about exercise, it's also about nurturing your body and mind. Two essential elements? Sleep and nutrition. Think of them as the yin and yang of your well-being. A good night's sleep is a magic elixir for your body and mind—it helps with recovery and reduces stress. Focus on wholesome, balanced meals and embrace seasonal and colorful spring produce.



4. GO AT YOUR OWN PACE

Your wellness journey is a marathon, not a sprint. Pacing yourself is key to preventing burnout and staying on track. Gradually build up your fitness level to avoid injury and maintain your motivation. Listen to your body and give it the rest it needs when necessary. Recovery days are just as important as workout days.

GET STARTED TODAY

Feel great this summer by getting a jumpstart on your fitness journey this spring. Join at blue365deals.com/fyw

Always talk with your doctor before starting an exercise program.

1. Offer valid until March 31, 2024. Offer available to residents of the United States who are at least 18 years old and have benefits with a participating health plan. Member must provide the FYWENROLL4FREEMAR promo code at sign-up to receive the \$19 off waived enrollment fee. If member selects the digital only membership, they will not receive the promotional offer. Additional terms, conditions and limitations apply. See Program Agreement for details. 2. Without offer, Fitness Your Way enrollment fee is \$19 plus applicable sales tax. 3. Fitness Your Way gym packages range from \$19 - \$99 per month plus applicable sales tax. For pricing information visit <http://www.blue365deals.com/fyw>. Limitations apply. See Program Agreement for details. 4. Fitness locations are not owned or operated by Tivity Health, Inc. or its affiliates. Fitness Your Way membership entitles members to use the fitness location facilities and amenities available to the holder of a basic membership at the fitness locations. Facilities and amenities vary by location. 5. The digital only package is \$10 per month plus applicable sales tax. For pricing information visit <http://www.blue365deals.com/fyw>. Limitations apply. See Program Agreement for details. 6. Tivity Health, Inc. and its affiliates do not employ, own or operate third-party service providers. Services and, if applicable, discounts are subject to the terms and conditions of such third party providers. Check with the provider for details.

Important Disclosures: As part of the Fitness Your Way program (the “FYW Program”), members are provided with access to a network of participating third-party practitioners who offer discounted Integrative Health Services including, but not limited to, chiropractic, acupuncture, massage/body work services (“Integrative Health Services”). The Integrative Health Services component of the FYW Program is provided by WholeHealth Living, Inc., a wholly owned subsidiary of Tivity Health Support Services, LLC (“WHL”), with a mailing address of: ATTN: Whole Health Living, 1445 S. Spectrum Blvd, Chandler, Arizona 85286. The FYW Program is not insurance. Discounts vary per practitioner. The FYW Program member must pay for discounted Integrative Health Services, but will receive a discount from the participating practitioner. WHL does not make payments directly to the third-party practitioners. Health care and health care related practitioners in the WHL network are not currently available to residents of California, Connecticut, Indiana, Louisiana, Montana, Nebraska, New Hampshire, Nevada, Oklahoma, Oregon, South Dakota, Utah, or Washington. Please visit <http://www.whlchoices.com> for a complete list of practitioners available in member’s state of residence.

© 2000-2024 Blue Cross and Blue Shield Association – All Rights Reserved. The Blue365 program is brought to you by the Blue Cross and Blue Shield Association. The Blue Cross and Blue Shield Association is an association of independent, locally operated Blue Cross and/or Blue Shield Companies. Blue Cross and Blue Shield of Florida, DBA Florida Blue, is an independent licensee of the Blue Cross and Blue Shield Association.

Blue365 offers access to savings on health and wellness products and services and other interesting items that Members may purchase from independent vendors, which are not covered benefits under your policies with Florida Blue, its contracts with Medicare, or any other applicable federal healthcare program. These products and services will be offered to you through the entire benefit year. During the year, the independent vendors may offer additional discounts on these products and services. To find out what is covered under your policies, contact Florida Blue. The products and services described on the Site are neither offered nor guaranteed under Florida Blue’s contract with the Medicare program. In addition, they are not subject to the Medicare appeals process. Any disputes regarding your health insurance products and services may be subject to Florida Blue’s grievance process. BCBSA may receive payments from vendors providing products and services on or accessible through the Site. Neither BCBSA nor any Blue Company recommends, endorses, warrants, or guarantees any specific vendor, product or service available under or through the Blue365 Program or Site.

Tivity Health Services, LLC is an independent vendor that provides solutions to improve health and well-being. Fitness Your Way and Tivity Health are registered trademarks of Tivity Health, Inc. The Fitness Your Way logotype is a trademark of Tivity Health, Inc. 2024 Tivity Health, Inc. All rights reserved. Blue Cross, Blue Shield, Blue365, and the Blue Cross and Blue Shield logos are registered trademarks of the Blue Cross and Blue Shield Association.

Burnalong is a registered trademark of Burnalong, Inc. ©2024 Burnalong, Inc. All rights reserved. BCBSA6174_1123