



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

Beginning February 1, new members can join the Fitness Program and pay no enrollment fee.<sup>1</sup> Sign up by February 29 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
- 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<sup>SM2</sup> 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 Blue Access for Members<sup>SM</sup> (BAM<sup>SM</sup>) at [bcbsnm.com](http://bcbsnm.com) and search for the Fitness Program under **Quick Links**. You will need to enter the code "**fit4feb**" during enrollment to join for free before February 29. 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, fit4feb, to qualify for free enrollment until February 29, 2020. Members who do not use this coupon code will be charged the standard \$25 enrollment fee. After February 29, 2020, the regular enrollment fee will apply to all new memberships. Members, and their covered dependents, must be 18 or older to join the Fitness Program. Taxes may apply. This offer may not be combined with any other offers.

2 Program Rules are subject to change without prior notice. See the Program Rules on the Well onTarget Member Wellness Portal for further information. Member agrees to comply with all applicable federal, state and local laws, including making all disclosures and paying all taxes with respect to their receipt of any reward.

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. Prime is a registered trademark of Tivity Health, Inc. Tivity Health is a trademark of Tivity Health, Inc.

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