



## Contest details

### Join us for the Fall 2024 round of Win by Losing.

Encourage your employees to join your team to strive for bragging rights, a team trophy and, of course, a healthier lifestyle — mentally and physically. More than 220,000 pounds have been lost since the first round of competition in 2009. You and your employees can keep the momentum going by adding the pounds they shed to the current total.

## Important dates

The following are the important dates for the Fall 2024 Win by Losing competition:

- Sept. 9 — Registration opens for team captains to register their teams online.
- Sept. 22 — Registration ends.
- Sept. 23 through Nov. 22 — Contest runs.
- Nov. 26 — Final weight loss is locked to determine winners.

## Take advantage of Win by Losing resources

Resources are available on the Win by Losing website to help your team on their weight-loss journey at [bcbsm.com/yourhealth](https://bcbsm.com/yourhealth).

A few resources available on the website include:

- Meditations tailored for weight loss
- Healthy recipes provided by a registered dietitian
- Virtual Well-Being challenges you can do with your team

The contest logo, a banner and a participant certificate are available for download.

## \*New this year - On-Demand Webinars

New this year, we will have on-demand webinars hosted by a registered dietitian and health coach. The links to the videos will be sent to the team leaders in their weekly email to distribute to their team.

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