



An important message from

Join our Win by Losing weight loss team

Win by Losing is a weight-loss competition where Blue Cross Blue Shield of Michigan and Blue Care Network group customers compete against each other for bragging rights and a team trophy.

This year, the contest runs from _____ and we want you to be part of our team.

Since Win by Losing launched in 2009, more than 210,000 pounds have been lost by participants — almost 100 tons!

Resources are available on the Win by Losing website to help you on your weight-loss journey. [Click here](#) or go to bcbsm.com/yourhealth to access the homepage. A few resources available on the site include:

- Healthy recipes provided by a registered dietitian
- Meditations tailored for weight loss
- Health coach videos and other resources

Weekly leaderboards

Once the competition begins, we can see how we rank against other companies in percentage of weight lost on a leaderboard. The leaderboard updates weekly on the competition website. The leaderboards are divided into four categories based on the number of participants on the team. Teams are ranked in order of percentage of weight loss.

Feel free to contact Catherine Passmore at WinbyLosing@bcbsm.com if you have any questions about the competition.