



How to register for Win by Losing

Registering for Win by Losing is as easy as 1-2-3.

During the registration period, which is generally one week before the competition begins, click on the register button at the top of the Win by Losing homepage.

Appoint a team representative to submit the following information:

- Company name
- Team name
- Number of participating employees
- Group starting weight total – weigh each individual or have them weigh themselves, then submit the total weight for your team

See, we told you it was that easy. After your representative registers your team on the website, it's time to start losing.

Any questions about the competition should be directed to Lisa Ensign at 1-313-448-1066 or WinbyLosing@bcbsm.com.

Good luck and have fun!