



Track Your Weight for a Chance to Win \$25!

The Maintain Don't Gain Challenge starts November 18!

What is the Maintain Don't Gain Challenge?

The Maintain Don't Gain Challenge is a weight tracker challenge through CareFirst WellBeingSM. Eligible members who join the challenge and achieve the challenge goal will automatically earn one entry in the Maintain Don't Gain sweepstakes.

When does the Maintain Don't Gain Challenge take place?

The challenge runs from November 18, 2024 – January 3, 2025.

Who is eligible to participate in the Maintain Don't Gain Challenge & Sweepstakes?

All CareFirst BlueCross BlueShield (CareFirst) members 18 years and older, who have a CareFirst WellBeing account can join the challenge. Any participant who completes

the challenge goal within the time period will be entered into the sweepstakes drawing. Visit <https://www.sharecare.com/pages/2024maintaindontgainsweepstakes> to view the official sweepstakes rules.

How do I complete the challenge goal to earn a sweepstakes entry?

After joining the challenge through your CareFirst WellBeing account, you must track your weight using the weight tracker feature for at least 30 days between November 18, 2024 – January 3, 2025. At the end of the challenge, if you have tracked for at least 30 days **and** have not gained any weight, you will automatically earn a sweepstakes entry.

How do I join the challenge and track my weight?

Go to carefirst.com/wellbeing, select **Log in or Register** to create a CareFirst WellBeing account or sign in. Once logged in, follow these steps to join the challenge:

1. Select *Achieve* and then *Challenges*.
2. Find *Maintain Don't Gain Challenge* and click *Join*.
3. Remember to update the weight tracker daily by selecting *Track* then *Weight*.

What if I forget to track my activity for a day?

During the challenge, you can go back up to 7 days and track any missed weight entries. Once the challenge is over, you will have a grace period of 2 days to retroactively track. To update your tracker for a day in the past, select *Track*, then tap on the green hearts or on the calendar at the top to enter the information for the day(s) you missed.

What if I meet the challenge goal before the challenge is over?

If you meet the challenge goal of tracking your weight for 30 days without gaining weight before the challenge is over, you will be recorded as having completed the challenge, regardless of activity after the goal is met.

What do I win?

After the challenge ends on January 3, 2025, the sweepstakes drawing will be held on or around January 10, 2025. Two hundred (200) winners will each win a \$25 virtual Visa® Prepaid card. All winners will be notified via the email they used to register for CareFirst WellBeing.

Does CareFirst WellBeing have any resources to help me keep the weight off?

Yes! CareFirst offers two weight management and nutrition support programs—Eat Right Now and Noom. These programs walk you through small, manageable tasks either at your own pace or with a structured approach. These programs make it easier for you to achieve your weight goal and adopt lasting lifestyle changes. Find out which program is right for you by logging in to your CareFirst WellBeing account, click *Your Wellness Resources* and then *Health & Fitness*. Click on the *Eat Right Now* and *Noom* tiles to read a brief program overview and then click *Next* for your program of choice to take the assessment and determine eligibility (BMI and other requirements apply).

Questions?

Call CareFirst WellBeing Customer Support at **877-260-3253**.



NO PURCHASE NECESSARY. Must be a legal resident of the U.S. Promotion open to individuals who are enrolled in a CareFirst BlueCross BlueShield (CareFirst) health plan and eligible for CareFirst WellBeing. Sweepstakes begins 11/18/24 and ends 1/3/25. You must be at least 18. Void where prohibited. Rewards offered by CareFirst BlueCross BlueShield (CareFirst). The reward may result in a taxable event for you. Consult your tax advisor. Each Prize is a \$25 virtual Visa® Prepaid card. Total approximate retail value (ARV) of all prizes is \$5,000. See Official Rules at <https://www.sharecare.com/pages/2024maintaindontgainsweepstakes>. Sponsor: CareFirst BlueCross BlueShield, 10455 Mill Run Circle, Owings Mills, Maryland, 21117.

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