**BeWell Announcement Email Template**

Subject Line: [Company Name] Joins BeWell Pilot Program

Blue Cross and Blue Shield of Kansas has piloted a new health and wellness initiative, BeWell, and [Company Name] has been selected to participate.

We are one out of five companies in Kansas that will be participating and helping find workplace wellness solutions that improve our workplace culture and help slow the trend of rising medical costs.

What does this mean for you?

Starting in 2021, we'll be increasing our focus on workplace wellness. We'll be working with Blue Cross staff to implement new programs and explore ways to improve health and create a culture of wellness at the workplace.

More information to come, but wanted to share this exciting news.