

Fresh start, bold moves

Set strong intentions with renewed energy, taking confident steps toward better health and wellness.



Start now with Fitness Your Way[®] to get your \$0 enrollment offer!^{1,2} Learn more at bsca.fitnessyourway.tivityhealth.com and use code **BSCPROMOJAN26 when you sign up.**



Set your goals for the year

It's that time of year again! We think about what we want to accomplish in the upcoming year. Whatever your goals are - fitness, financial, professional, personal - write them down and come back to them often. Check your progress and reevaluate if needed. Don't forget to keep them SMART (Specific, Measurable, Achievable, Relevant, and Time-bound).



Discover renewed energy through purpose

Finding your purpose gives you a sense of direction and meaning, no matter what's happening in your life. Psychologists believe we find energy when we discover our purpose, which in turn, helps us develop and act upon our creativity, productivity and engagement.³



Start the year with confidence

No matter where you ended last year. Whether you didn't finish where you'd wanted or finished on a high note, go into the new year with confidence. A new year brings new opportunities to do your best. Take advantage of your new calendar and make this year your best yet!

Get started today

Fitness Your Way lets you join as many gyms as you want, wherever you live, work and play. Learn more at bsca.fitnessyourway.tivityhealth.com

- Seven gym packages starting at \$19/month⁴
- Join as many gyms as you want and get access to 13,000+ fitness locations⁵
- Digital only package also available for just \$10 a month⁶ (all digital content included with gym packages)
- On-demand videos available 24/7 and live virtual classes like cardio, bootcamps, barre, and yoga from Burnalong[®]

Scan the QR code with your smartphone to join or learn more



Always talk with your doctor before starting an exercise program.

¹ Offer valid from Jan. 1, 2026 until Jan. 31, 2026. Offer available to residents of the United States who are at least 18 years old and have benefits with a participating health plan. Member must provide the BSCPROMOJAN26 promo code at sign-up to receive the \$19 off waived enrollment fee. If member selects the digital only membership, they will not receive the promotional offer. Additional terms, conditions and limitations apply. See Program Agreement for details.

² Without offer, Fitness Your Way enrollment fee is \$19 plus applicable sales tax.

³ <https://www.forbes.com/sites/brettsteenbarger/2016/04/03/living-life-with-renewed-energy-the-purpose-of-purpose/>

⁴ Fitness Your Way gym packages range from \$19 - \$239 per month plus applicable sales tax. For pricing information visit <http://bsca.fitnessyourway.tivityhealth.com>. Limitations apply. See Program Agreement for details.

⁵ Fitness locations are not owned or operated by Tivity Health, Inc. or its affiliates. Fitness Your Way membership entitles members to use the fitness location facilities and amenities available to the holder of a basic membership at the fitness locations. Facilities and amenities vary by location.

⁶ The digital only package is \$10 per month plus applicable sales tax. For pricing information visit <http://bsca.fitnessyourway.tivityhealth.com>. Limitations apply. See Program Agreement for details.

Blue Shield of California is an independent member of the Blue Shield Association. Tivity Health discounts are not a covered benefit of Blue Shield health plans, and none of the terms or conditions of Blue Shield health plans apply. Tivity Health discounts are available to all members with a Blue Shield medical, dental, vision, or life insurance plan. The network of Tivity Health providers and facilities in this program are managed outside of Blue Shield of California. Blue Shield does not review the services provided by Tivity Health, nor does Blue Shield make any recommendations, representations, claims, or guarantees regarding the providers, their availability, fees, services, or products.

Tivity Health Services, LLC is independent of Blue Shield of California and is contracted by Blue Shield to provide solutions to improve health and well-being. Fitness Your Way and Tivity Health are registered trademarks of Tivity Health, Inc. Bernalong is a registered trademark of Bernalong, Inc. © 2026 Tivity Health, Inc. All rights reserved. BSCA10422_0925