

# NJWELL Breast Cancer Walk Challenge

October 9-10, 2025

**Raise Breast  
Cancer Awareness!**



## How It Works

- Registration is open October 2-10.
- Sign in to [HorizonBlue.com/shbp](https://HorizonBlue.com/shbp).
- Select *Wellness & Services*, then follow NJWELL prompts. Go to the *Physically Fit* Category to register.
- Track a minimum of 7,000 steps on October 9.
- Complete the challenge to earn 50 points toward your NJWELL reward.

**Join The Challenge**

This October, for Breast Cancer Awareness Month, NJWELL invites you to show your support by participating in our walking challenge.



**Earn \$250 or more with NJWELL!**



NJWELL, administered by the New Jersey Division of Pensions and Benefits, is an incentive-based wellness program offered to eligible employees and their covered spouses/partners who participate in the SHBP/SEHBP. All provisions of the program are established by the Division and are subject to change. More details can be found on [nj.gov/njwell](https://nj.gov/njwell). Horizon Blue Cross Blue Shield of New Jersey is an independent licensee of the Blue Cross Blue Shield Association. The Blue Cross® and Blue Shield® names and symbols are registered marks of the Blue Cross Blue Shield Association. The Horizon® name and symbols are registered marks of Horizon Blue Cross Blue Shield of New Jersey. © 2025 Horizon Blue Cross Blue Shield of New Jersey. Three Penn Plaza East, Newark, New Jersey 07105.

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