

# NJWELL Breast Cancer Walk Challenge

October 15, 2026



Show your support  
by walking in honor  
of Breast Cancer  
Awareness Month.



## How It Works

- Register between October 8 and October 16.
  - 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 15 and log your challenge-day steps by October 16.
- Complete the challenge to earn 50 points toward your NJWELL reward.



**Join The Challenge**

Please talk to your doctor before beginning an exercise program.



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. © 2026 Horizon Blue Cross Blue Shield of New Jersey. Three Penn Plaza East, Newark, New Jersey 07105.

ECN0027574 (1026)