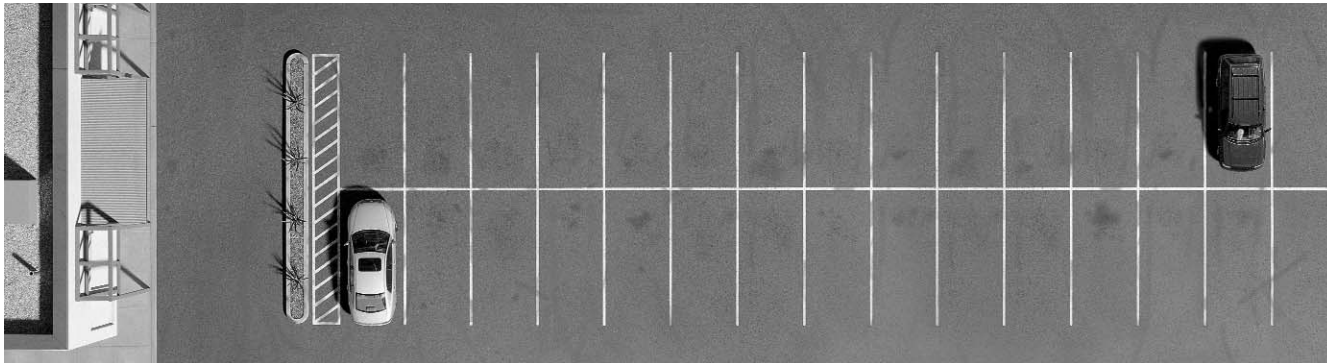


90 steps farther from the store



90 steps closer to better health

Your Health. Your Choice. Park in the farthest spot, take the stairs instead of the escalator, take an after-dinner walk with your family, or give the dog a longer walk. The small choices you make today add up to better health tomorrow – and when they add up to 10,000 steps a day or an extra 30 minutes of walking, you're meeting the Surgeon General's recommendation for basic fitness.

That's why Blue Cross/Blue Shield has designed **WalkingWorksSM**, a new program to help you set and meet your own personal walking goals. Log on to www.bcbsne.com for easy ways to fit walking into your daily routine, and a journal to record your progress.

Anyone can be more active – and just about everyone should. It's a great way we can each decrease our risk for costly health problems down the road, and help keep healthcare affordable.



Source: President's Council on Physical Fitness and Sports Research Digest, "Cost and Consequences of Sedentary Living: New Battleground for an Old Enemy," March 2002.



**BlueCross BlueShield
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