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Blue365 Messaging- Employer to Employee

Within this document you will find copy for:

1. **Long-form communication** such as *employee emails, intranet articles, blogs*
2. **Short-form communication** such as *flyers, intranet web banners, office posters*

\*Insert your Plan name and your Plan’s lead generation URL (tracking UTM) as needed:

1. **Long-Form Communications- V1**

***Use this copy for assets such as employee newsletters and intranet articles***

Here at [Company name] we’re always looking for ways to help our employees lead healthy lives. That’s why we’re proud to present Blue365, a free program from [Blue Cross Blue Shield of Geography] offering exclusive health and wellness deals to keep you healthy and happy, every day of the year.

Staying healthy shouldn’t break the bank. Blue365 brings you unbeatable discounts from top retailers like Fitbit®, Reebok®, Skechers®, Garmin® and others. You’ll save big on the latest fitness gear, gym memberships, family activities, healthy eating options and much more.

The program is free to all [Blue Cross Blue Shield of Geography] members and getting started is simple and easy. Once you register for Blue365, you’ll receive national and local deals delivered straight to your inbox, so you can just click and save. For more information or to sign up, visit [Blue365deals.com](http://www.blue365deals.com) and start saving today!

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1. **Long-Form Communications- V2**

***Use this copy for assets like employee emails, flyers***

Here at [Company name] we’re always looking for ways to help our employees lead healthy, happy lives. That’s why we’re proud to present Blue365 – a standout, free program from [Blue Cross Blue Shield of Geography] offering exclusive health and wellness deals so you can maintain a healthy lifestyle, without breaking the bank.

Blue365 works with top national and local retailers to bring you unbeatable discounts on fitness gear, gym memberships, family activities, healthy eating options and much more. Membership is free through [Blue Cross Blue Shield of Geography] and getting started is quick and easy. After registering, you’ll receive deals straight to your inbox, so you can just click and save.

For more information or to sign up, just go to [Blue365deals.com](http://www.blue365deals.com).

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1. **Short-Form Communications- V1**

***Use this copy assets such as office posters or company perks brochures***

[Company name] is proud to present Blue365 - a standout, free program from [Blue Cross Blue Shield of Geography] bringing you exclusive health and wellness deals from top retailers on fitness gear, gym memberships, family activities, healthy eating options and much more. Getting started is quick and simple, and once you’re registered, personalized deals will come straight to your inbox.

For more information or to sign up, just visit [Blue365deals.com](http://www.blue365deals.com).

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1. **Short-Form Communications- V2**

***Use this copy for assets such as employee intranet web banners, web links, and simple flyers***

[Company name] is proud to present Blue365 - a free program offering members of [Blue Cross Blue Shield of Geography] exclusive health and wellness deals to keep you healthy and happy. Visit [Blue365deals.com](http://www.blue365deals.com/) to sign up today!