

# October 2024 Email Draft

**Subject:** Discover your new well-being platform & Join us at the Adapt & Thrive Wellness Fair!

Dear [Agency or Higher Ed. Institution Employees],

We're excited to share two fantastic wellness opportunities just for you!

## Introducing Buena Vida: Your All-New Well-Being Platform

### Now available!

Buena Vida, powered by WebMD and exclusively for members of HealthSelect of Texas<sup>®</sup> plans administered by Blue Cross and Blue Shield of Texas (BCBSTX), is here to help you live your best life. This dynamic platform is packed with personalized resources to support your physical, financial and overall well-being. Here's what Buena Vida offers:

- **Unite:** Access all your health and wellness benefits in one place.
- **Sync:** Connect trackers to monitor your progress.
- **Connect:** Join fun challenges and engage with others.
- **Track:** Stay on top of your goals with daily habit tracking.
- **Learn:** Get expert tips, webinars, podcasts and educational resources.
- **Earn:** Get rewarded for participating in wellness activities.

[Register today](#) and take the first step toward a healthier, happier you!

## 5th Annual Adapt & Thrive Virtual Wellness Fair

### October 15-18

Mark your calendars for four days of inspiring and engaging virtual activities to recharge your well-being. Join us each day for:

- **9 a.m. – Morning check-ins**
- **10 a.m. – Wellness speakers**
- **12 p.m. – Fitness classes**
- **1 p.m. – New benefit highlights**
- **2 p.m. – Afternoon concerts featuring state employees**

Whether you're attending from your home or office, you can participate in as many sessions as you like. Plus, everyone who attends will get a virtual swag bag and have the chance to win exciting prizes!

[Register today](#) and be part of this one-of-a-kind event! Watch the [promo video](#) to learn more.

Don't miss this opportunity to invest in your well-being and connect with colleagues statewide.

Warm regards,  
Your Signature