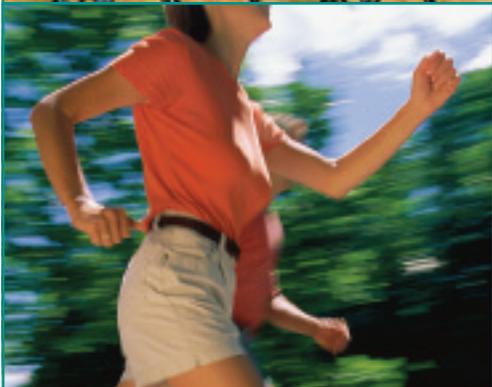




HealthMiles Challenges: Starting a Step Off



Starting a challenge in HealthMiles is a good way to put yourself and those around you on the road to better health. Just remember, the people you invite to the challenge must be HealthMiles members, and you must provide your own rewards—and bragging rights make great rewards!

Getting Started

Log in to the Virgin HealthMiles Web site at www.virginhealthmiles.com. Click on “Challenges” and select “Create a Personal Challenge” from the drop-down menu.

- **Step 1: Create a Personal Challenge**

Name your challenge. The challenge name—up to 25 characters—will appear on player invitations, the LifeZone home page and the “Challenges” drop-down menu.

Select a challenge type:

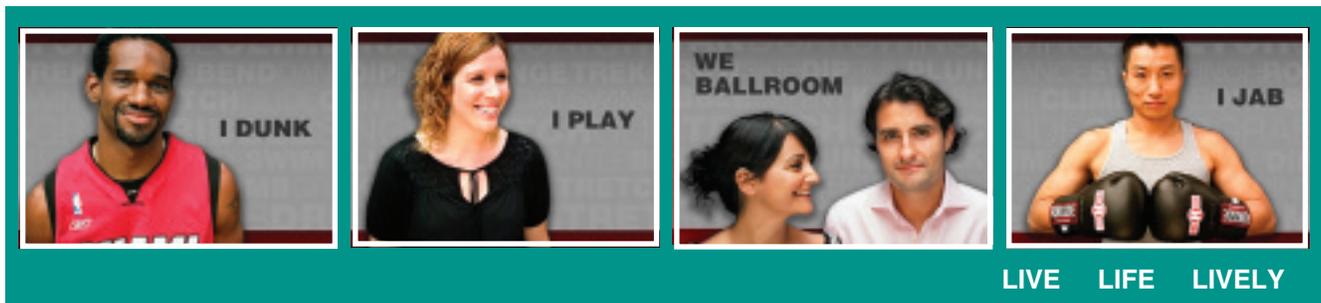
1. **Most Steps**—The person who takes the most steps in a set time period wins. (This is the most popular type of challenge.)
2. **First to Reach Step Goal**—The first person to reach 200,000 steps (or another goal you choose) wins.
3. **Most HealthMiles**—The person who earns the most HealthMiles in a set time period wins.

Choose your start and end dates. The deadline to join is automatically set to 11:59 p.m., on the date prior to your start date, ensuring that everyone has enough time to sign up (and warm up) before takeoff.

Enter the number of participants you wish to invite. Each e-mail address needs to be entered separately. Click “**Create Invitations**” to generate the appropriate number of fields for you to enter each player’s name and e-mail address.

You’ll have the option of giving some of your players a step handicap. This is a step count that will be added to a player’s actual uploaded steps each day during the challenge, allowing you to level an uneven playing field. Players will be able to see each other’s step handicaps. (The handicap does not apply if you choose a “most HealthMiles” challenge.)

Add a personal message to be included in the e-mail if you wish, and click “**Send Invitations.**”



- **Step 2: Manage the Challenge**

Now that you've created your challenge and sent out invitations, use the **Manage Your Challenge** page to:

1. keep track of how many players have joined the challenge,
2. create teams,
3. edit player names, and
4. remove players (once the challenge begins, you cannot remove players).

- **Step 3: Participate in the Challenge**

While the challenge is under way, you and the other players can view the rankings whenever you like. Rankings are determined by the highest number of steps uploaded or the most HealthMiles earned (depending on the challenge type). If your team is competing against other teams, the winner is determined by the highest average number of steps or highest average HealthMiles earned by the entire team.

Encourage players to upload from their GoZone pedometers often (so the ongoing rankings are accurate) and to use the chat board to communicate with each other.

- **Step 4: Announce the Winners**

When the competition period ends, Virgin HealthMiles will send you an e-mail to announce individual and team winners. You can then e-mail players or use the chat board to send congratulatory messages and comments.

- **Step 5: Earn Miles**

If this is the first time you've set up a challenge, you'll receive 500 HealthMiles for helping to motivate other HealthMiles participants.

Have Fun!



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