



## **HUSK Launches Challenge Platform to Help Employers Build Sustainable Health and Wellness Cultures**

*The platform aims to improve employee well-being, engagement, and business outcomes*

**Wayne, PA – October 30, 2025** – As the appetite for employee wellness grows, HUSK, one of the nation's leading multi-solution wellness technology companies, announces the introduction of HUSK Challenge, a custom wellness challenge platform that motivates employees to make healthier choices and connect with their teams.

"As company leaders and human resource managers recognize the evolving needs of their workforce, employee wellbeing is becoming synonymous with organizational wellbeing," says Erin Markowski, HUSK President & COO. "Employers are reprioritizing the benefits they offer and seeking a more holistic wellness approach. HUSK Challenge addresses that need by providing an easy-to-launch platform that helps create a true wellness culture – one that fosters an inclusive, collaborative environment, and inspires healthy behavior. Ultimately, that combination positively impacts employee satisfaction, retention, and the bottom line."

HUSK Challenge offers physical activity, mindfulness, and nutrition challenges, with a leaderboard that encourages participation and connects remote, hybrid, and in-person teams through friendly competition.

Administration and support are provided by HUSK for turnkey implementation. Highlights include:

- Custom challenges for well-being, physical activity, mindfulness and nutrition
- Diverse movement challenges tailored to every employee's preferred way to move
- Log to track healthy living activities and earn points
- Real-time Leaderboard
- Newsfeed and team chats that foster connection
- Ability to sync with top fitness devices
- Compatibility with Apple Health and Google Fit
- Reporting tools that provide insights to measure participation and evaluate the program's impact

"Workplace wellness goes beyond encouraging movement or tracking steps; it's about ensuring that their employees thrive," concluded Markowski. "HUSK Challenge gives employers the ability to encourage collaborative wellness, helping employees live healthier lives while building a sustainable, high-performing workplace culture with higher productivity, lower absenteeism, and reduced turnover."

For more information, visit [huskwellness.com](https://huskwellness.com) or call (800) 294-1500.

### **About HUSK:**

We Empower Healthier Living. HUSK serves as the supportive framework for wellness surrounding your everyday life so you can grow into the best version of yourself. For more than thirty years, HUSK has partnered with organizations to make healthy easier by designing sustainable wellness programs that connect people to their preventative benefits. HUSK's wellness verticals include nutrition, mental health, wellness rewards, movement, and a wellness marketplace. Over 70 million people have access to HUSK solutions as part of their corporate wellness program or health plan. Healthy means something different for everyone, and at HUSK, we believe prevention is the key to sustained wellness. For more information, visit [huskwellness.com](https://huskwellness.com).

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