

color



Introducing your new, free benefit: color®

Color's personalized care can help you prevent cancer, get care for it, and live your life after it.

Here's how to activate your new benefit — completely covered by Genesco:



To claim your benefit, scan the **QR code**



Answer a few questions to receive a **personalized screening plan**



Get convenient, easy-to-use, **at-home screening kits** and help scheduling **in-person screenings**



This benefit is available to all employees over the age of 18 on a Genesco BCBSTN medical plan.

To claim your benefit scan the QR code or visit **color.com/genesco**