Blue Cross Blue Shield of Massachusetts Announces $750,000 in Grants to Build Outdoor Fitness Courts® in Partnership with National Fitness Campaign

Sponsorship seeks applications from local municipalities and schools across Massachusetts

(BOSTON, MASSACHUSETTS – March 8, 2023) —Blue Cross Blue Shield of Massachusetts (Blue Cross) and National Fitness Campaign (NFC) today announced the second year of a statewide sponsorship and the availability of $750,000 in grant funding to build up to fifteen, state-of-the-art outdoor Fitness Courts® in communities across Massachusetts. To date, six Fitness Courts have been funded, promoting health and wellness and creating equitable access to outdoor exercise programs for thousands of community members. NFC's award-winning initiative is now planning its 500th Healthy Community in America and is poised to deliver important outdoor wellness programs in a time of great need across the country.

MASSACHUSETTS

The Fitness Court, which was created by NFC, is a best-in-class outdoor gym featuring a series of powerful seven-movement stations that are designed by leading experts in functional fitness and bodyweight training. Users can download a free Fitness Court App, which acts as a coach-in-your-pocket and delivers regular content to keep fitness training fun for adults of all ages, abilities and fitness levels.

The 2022 Massachusetts campaign yielded 10 public-private investment partners resulting in over $1.5 million in funding, creating healthy infrastructure within walking and biking distance for approximately 90,000 community members across Massachusetts**.** Leaders from across the state include Everett, Chelmsford, Gardner and Wakefield. The success of last year's campaign has energized leaders to partner and make additional funding available to grow a Fitness Court network powered by Blue Cross for a greater statewide health equity impact.

"We're thrilled to continue our partnership with NFC to expand equitable access to world class fitness equipment across the state," said Jeff Bellows, Vice President of Corporate Citizenship and Public Affairs at Blue Cross Blue Shield of Massachusetts. "These Fitness Courts make it possible for people of all ages and abilities to enjoy physical activity while coming together and building community."

Blue Cross' sponsorship of NFC is part of the company's strengthenedcorporate citizenship commitment to promote health justice in communities across the Commonwealth. Over the next five years, Blue Cross will provide $16 million in grants and volunteer support to not-for-profits working to address food, environmental and racial justice in Massachusetts communities. This work supports the company's overall pledge to be a leader in addressing health inequities across the Commonwealth.

"National Fitness Campaign is proud to extend our partnership with Blue Cross Blue Shield of Massachusetts after a highly successful 2022 campaign as the state sponsor in Massachusetts," said Mitch Menaged, Founder of NFC. "This continued investment in healthy communities will deliver tremendous resources to contribute to the important mission of fighting noncommunicable diseases and improving health outcomes as the network of wellness programming and Fitness Courts grow across the state."

Municipalities, schools and other organizations who own accessible public space may apply for $750,000 in grant funding to assist in building up to 15 Fitness Courts, courtesy of Blue Cross and National Fitness Campaign. Grant recipients will receive a wellness toolkit, education, and design resources to assist in planning, funding and launching their outdoor Fitness Court and community wellness campaign.

To learn more about National Fitness Campaign and how to qualify for funding, visit: www.nationalfitnesscampaign.com/massachusetts.

About Blue Cross Blue Shield of Massachusetts
Blue Cross Blue Shield of Massachusetts (bluecrossma.org) is a community-focused, tax-paying, not-for-profit health plan headquartered in Boston. We are committed to the relentless pursuit of quality, affordable and equitable health care with an unparalleled consumer experience. Consistent with our promise to always put our members first, we are rated among the nation's best health plans for member satisfaction and quality. Connect with us on Facebook, Twitter, YouTube, and LinkedIn.

About NFC
National Fitness Campaign (NFC) is a wellness consulting firm – founded in San Francisco, California in 1979 – that offers grant funding, project management and master planning services to cities, schools and sponsors to build healthy communities. The Fitness Court® is a trademarked 7 minute workout system, created by NFC Founder, Mitch Menaged, that was designed to be the world's best outdoor gym. NFC's mission is to build healthy communities by building an outdoor Fitness Court® within a 10 minute bike ride of every American. Learn more about NFC at www.nationalfitnesscampaign.com.

For further information: Kelsey Pearse, kelsey.pearse@bcbsma.com

---