DRACUT TO OPEN FREE FITNESS COURT® AT VETERANS PARK FOR ALL RESIDENTS

State-of-the-Art Outdoor Fitness Court® Coming to Veterans Park

(DRACUT – October 25, 2023) Blue Cross Blue Shield of Massachusetts, the Town of Dracut and National Fitness Campaign today announced a partnership to bring an outdoor Fitness Court to Dracut. The Fitness Court, at Veterans Park, will open Wednesday, November 1 at 12 p.m. with a ribbon-cutting ceremony.

The Fitness Court was developed by Blue Cross, the Town of Dracut and NFC to expand free access to high-quality workouts and create equitable access to exercise for communities across Massachusetts. The Fitness Court lets people use their own body weight to experience a complete workout using seven exercise stations.

The workouts, created for ages 14 and older of all abilities, are adaptable for all fitness levels, allowing participants to move at their own pace. Users can also download the free Fitness Court App, which enhances the outdoor gym into a digitally supported wellness experience.

“Blue Cross is committed to helping people live healthy lives and eliminating the physical and social barriers that lead to health disparities,” said Jeff Bellows, vice president of corporate citizenship and public affairs for Blue Cross Blue Shield of Massachusetts. “We’re proud to partner with NFC and the Town of Dracut to launch a Fitness Court that will provide Dracut residents a communal gathering space and access to premier free outdoor fitness opportunities.”

Dracut is one of 15 Blue Cross Fitness Courts currently open or under construction in easily accessible public spaces. Blue Cross’ sponsorship of NFC is part of the company’s strengthened corporate citizenship commitment to promote health justice in communities across Massachusetts.

Over the next five years, Blue Cross plans to provide $16 million in grants and volunteer support to nonprofit organizations working to address food, environmental and racial injustice in Massachusetts communities. This work supports the company’s overall pledge to be a leader in addressing health inequities across the state.

“National Fitness Campaign is proud to welcome the Town of Dracut to the campaign as a leader in Massachusetts, championing health and wellness for its residents,” said Mitch Menaged, founder of National Fitness Campaign. “We are proud to continue our mission of getting people moving outdoors and helping communities combat the fiscal and humanitarian costs of inactivity.”

Dracut residents are invited to attend the event and try the Fitness Court. For more information, contact Victor Garofalo at 978-459-4651 or vgarofalo@dracutma.gov.

For more information on Blue Cross Blue Shield of Massachusetts’ support of NFC, visit 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 Town of Dracut
The Town of Dracut was incorporated in 1701/2 and is in Middlesex County, in the Commonwealth of Massachusetts. It is bordered on the north by Pelham, New Hampshire, on the east by Methuen, Massachusetts, on the south by Lowell and Tewksbury, Massachusetts and on the west by Tyngsborough, Massachusetts. Dracut occupies a total of 21.45 square miles, this includes all bodies of water.

About National Fitness Campaign
Founded in San Francisco in 1979, National Fitness Campaign is a wellness consulting firm that provides programs and services to cities, schools and sponsors with the mission to build healthy communities. NFC delivers an integrated wellness initiative, centered on the world's best outdoor gym: The Fitness Court®. The Campaign is planning its 500th Healthy Community, uniting the country's largest public-private partnership in support of wellness with the goal of building a Fitness Court within a 10-minute bike ride of every American. Follow us on social media @NatFitCampaign and #Fitnesscourt.