Blue Cross Blue Shield of Massachusetts, Town of Randolph and National Fitness Campaign Make Fitness Free for Everyone in Randolph

*State-of-the-Art Outdoor Fitness Court® Coming to **RANDOLPH***

(RANDOLPH, MASSACHUSETTS – 11/1/2023) — Blue Cross Blue Shield of Massachusetts (Blue Cross), Town of Randolph, and National Fitness Campaign today announced a partnership to bring an outdoor Fitness Court® to Randolph. The Fitness Court, located at Belcher Park, 60 Pleasant St., will open Thursday, November 9th at 10 a.m. with a ribbon-cutting ceremony.



This Fitness Court was developed by Blue Cross, Town of Randolph, and National Fitness Campaign to expand free access to high quality workouts and create equitable access to exercise for communities around the state. The Fitness Court is the world's best outdoor gym that lets people use their own body weight to get a complete workout using seven exercise stations.

Created with people aged 14 and over and with all abilities in mind, the workouts are adaptable for all fitness levels, allowing participants to move at their own pace. Users also may download the free Fitness Court App which acts as a coach-in-your-pocket and 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 at Blue Cross Blue Shield of Massachusetts. "We're proud to partner with NFC and the Town of Randolph to launch a Fitness Court that will provide Randolph residents with a communal gathering space and access to premiere free outdoor fitness opportunities."

The Town of Randolph is one of 15 outdoor Fitness Courts in a series of Blue Cross Fitness Courts that are currently open or will be constructed in easily accessible public spaces this year. Blue Cross' sponsorship of NFC is part of the company's strengthened corporate 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.

"We are so excited to be adding this free resource for health and fitness in Randolph. We are grateful for the beautiful artwork of local artist Chanelle Calderon, depicted on the Fitness Court," said Liz LaRosee, Randolph Community Programs Director. Town Manager Brian Howard shared, "The Town of Randolph is dedicated to providing equitable recreation opportunities for our residents and this fitness court is another step in the right direction."

"National Fitness Campaign is proud to welcome the Town of Randolph to the campaign as a leader in Massachusetts, championing public art, health and wellness for their 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."

Residents are invited to attend the launch event on Thursday, November 9th at 10 a.m. to try the Fitness Court. A community fitness class will be held that evening at 5:30 p.m. as well. For more information contact Randolph Community Programs at elarosee@randolph-ma.gov or 781-961-0930.

For more information on Blue Cross Blue Shield of Massachusetts' support of NFC, please visit https://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 National Fitness Campaign
Founded in San Francisco in 1979, National Fitness Campaign is a wellness consulting firm that designs programs and services for cities and schools to build healthy communities. The campaign delivers an integrated wellness initiative, designed to promote and activate the Fitness Court®–the world's best outdoor gym. National Fitness Campaign is opening its 500th healthy community, in 2023, 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 along with National Fitness Campaign at www.nationalfitnesscampaign.com or on Twitter, Instagram, Facebook and LinkedIn.