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

State-of-the-Art Outdoor Fitness Court® Studio Coming to Swansea Memorial Park

(SWANSEA, MASSACHUSETTS – November, 20 2023) — Blue Cross Blue Shield of Massachusetts (Blue Cross), Town of Swansea, and National Fitness Campaign today announced a partnership to bring an outdoor Fitness Court® Studio to Swansea Memorial Park. The Fitness Court Studio, located at 90 Milford Road, will open on November 29, 2023 at 10 a.m. with a ribbon-cutting ceremony. The Blue Cross Fitness Court Studio in Swansea will be the first Fitness Court Studio to launch in the state of Massachusetts.

The location of the Fitness Court Studio is connected to walking trails and will serve as a wellness hub among other outdoor offerings at Swansea Memorial Park. The Fitness Court Studio will be within walking or biking distance of nearly 5,000 Swansea residents.

This Fitness Court Studio was developed by Blue Cross, Town of Swansea 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 Studio is twice the size of the Fitness Court, providing over 2,000 square feet of healthy infrastructure. With the Fitness Court Studio, classes such as yoga, pilates, zumba, stretching and more can take place while the Fitness Court is utilized for simultaneous group and individual workouts.

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 National Fitness Campaign and the Town of Swansea to launch a Fitness Court Studio that will provide Swansea residents with a communal gathering space and access to premiere free outdoor fitness opportunities.”

The Town of Swansea 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 National Fitness Campaign 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.

“Given our emphasis on accessibility, aging-in-place, and providing innovative recreational spaces, investing in the Fitness Court Studio was a fun project for us,” Town Administrator Mallory Aronstein said. “We also are really excited about the economic benefits for local businesses like the YMCA Southcoast, Swansea Total Fitness, Crunch Fitness, yoga studios and more that can take advantage of this outside space for classes and other group activities.”

“National Fitness Campaign is proud to welcome the Town of Swansea to the campaign as a leader in Massachusetts, launching the first Fitness Court Studio in the state, championing 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**November 29, 2023** at **10 a.m.** to try the Fitness Court Studio. For more information, visit www.swanseama.gov, or contact 508-678-2981 Option 5. 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 the Town of Swansea
The Town of Swansea is a bucolic, coastal community on the south coast Massachusetts on the border of the state of Rhode

Island steeped in history. The Town is home to 17,000 residents and has a great mix of commercial, recreational, and rural activity as well as plenty of water access, including a Town Beach, making it a desirable, active community and a great place to work and raise a family. Swansea has worked hard to preserve open space, provide both active and passive recreational opportunities and serve residents of all ages and abilities, often investing in improved pedestrian and cyclist infrastructure.

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 nationwide. The campaign delivers an integrated wellness initiative, centered around the Fitness Court®– the world's best outdoor gym. National Fitness 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 along with National Fitness Campaign at www.nationalfitnesscampaign.com or on X, Instagram, Facebook and LinkedIn.

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