



Community Health Options and National Fitness Campaign Offering \$500,000 in Grants to Build Outdoor Fitness Courts

The partnership, in its third year, seeks applications from local governments and educational entities across Maine

(LEWISTON, MAINE – February 22, 2023) Maine-based Community Health Options and National Fitness Campaign (NFC) have extended their partnership through 2023. Now in its third year, Health Options and NFC will award \$500,000 in grants to support new communities interested in joining the statewide campaign to bring community wellness programs and free high performance workouts to thousands of people, the partnership announced today.

Health Options and NFC launched the statewide partnership in 2021 to expand free access to world class fitness by bringing outdoor Fitness Courts® to communities across Maine. 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.

The 2022 campaign yielded six public-private investment partners resulting in more than \$400,000 in funding that created new, healthy infrastructure for over 40,000 residents. The city of Lewiston welcomed Maine's first Health Options Fitness Court® in September 2022, just blocks from Health Options' headquarters in Simard-Payne Park. The ribbon cutting marked the first launch within the state and brought together partners from across the region including a Fitness Court challenge between local police and fire departments led by YMCA instructors.

The Town of Hampden launched the second Health Options Fitness Court at the VFW Park and Field and has plans to incorporate the Fitness Court into its existing teen and adult wellness programming—from senior walking and fitness classes to the local high school and recreational programming.

“We are excited to bring more Fitness Courts to the state. We hope these courts will encourage free outdoor activity and improve the overall health and wellbeing of Mainers.” said Amanda Mc Kenzie, wellness program manager at Health Options.

Added NFC Founder Mitch Menaged, “National Fitness Campaign is proud to extend our partnership with Health Options after a successful 2022 campaign as the state sponsor in Maine. This continued investment in healthy communities will deliver tremendous resources to combat the rising costs of sedentary living and improve health outcomes as the network of Fitness Courts grows across the state.”

NFC has developed the world's best outdoor gym featuring a series of seven-movement workouts with the benefits of digital coaching on the free [Fitness Court App](#), which delivers regular content to keep fitness training fun for adults of all ages, abilities and fitness levels. There are also opportunities for free fitness classes through an ambassador program featuring local trainers.



Municipalities, schools and other organizations who own accessible public space may now apply to join the program in 2023. 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/maine.

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About Community Health Options

[Health Options](#) is the only Maine-based, nonprofit, member-led health insurer and plan administrator providing comprehensive health plans for individuals, families and businesses. Health Options offers a robust network of 48,000 healthcare providers including clinicians, hospitals and pharmacies in New England, plus plans with U.S. National coverage for individuals and businesses.

About National Fitness Campaign

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 movement 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.

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