



For Immediate Release: November 4, 2021

Community Health Options to Partner with National Fitness Campaign to Build Outdoor Fitness Courts® Across Maine

(Lewiston, ME, November 4) Lewiston-based Community Health Options, the state's only nonprofit, Member-led health plan, and the National Fitness Campaign (NFC) have launched a statewide partnership to expand free access to world-class outdoor fitness. The partnership will bring attractive and inviting outdoor Fitness Courts to communities across Maine in an ongoing effort to improve quality of life, promote activity, and create equitable access to outdoor exercise programs for communities around the state.

The NFC is a country-wide initiative aimed at supporting communities to plan, fund, and build a wellness infrastructure. The ultimate goal is to fight back against preventable diseases caused by sedentary behavior and transform the next decade so that millions of Americans will choose outdoor wellness activities for healthier lives.

"Mainers are known for enjoying the great outdoors. Our partnership with the NFC will help more adult Mainers enjoy exercising outside and will allow them to be their healthiest selves, mentally and physically," said Kevin Lewis, president and CEO of Health Options. "Our vision to be a leader in transforming and improving individual and community health naturally aligns with the NFC's work."

Through the NFC partnership, Health Options Fitness Courts will be constructed in easily accessible public spaces beginning in Summer 2022. These Fitness Courts, combined with free digital workouts via a fitness app available to Maine people, will provide community wellness opportunities and free access to outdoor fitness. NFC's award-winning initiative is now planning its 500th Healthy Community in America and is delivering unprecedented and greatly needed outdoor wellness programs across the country.

The NFC and Health Options will begin accepting grant funding applications on November 4, 2021 to support Fitness Court construction in local communities. Qualified municipalities, schools, and other organizations who own accessible public space are encouraged to apply. Grant recipients will receive a wellness toolkit and design resources to aid 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.

“The National Fitness Campaign is proud to welcome Community Health Options as its state sponsor in Maine,” said Mitch Menaged, Founder of the NFC. “This program will deliver tremendous resources to contribute to the important mission of fighting obesity and improving health outcomes as the network of Fitness Courts® grows across the state. We look forward to working with Health Options to make this campaign a great success.”

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ABOUT Community Health Options:

[Community Health Options](#) is the only Maine-based, nonprofit, Member-led health plan and plan administrator providing comprehensive health insurance benefits for individuals, families, and businesses. Health Options partners with nearly 1,300 businesses and 48,000 healthcare providers in the state.

ABOUT NFC:

[National Fitness Campaign \(NFC\)](#) is a wellness consulting firm – founded in San Francisco, CA 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.

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