

**FOR IMMEDIATE RELEASE**

**Blue Cross and Blue Shield of Alabama, The City of Red Bay and National Fitness Campaign Make Fitness Free for Everyone in Red Bay**

*State-of-the-Art Outdoor Fitness Court<sup>®</sup> Coming to The Hoyt Keeton Walking Trail*

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**(RED BAY, AL - NOVEMBER 21, 2023)** — Blue Cross and Blue Shield of Alabama, The City of Red Bay, and National Fitness Campaign today announced a partnership to bring an outdoor Fitness Court<sup>®</sup> and digital wellness programming to Red Bay. The Fitness Court, located at 650 2nd Street NW, will open on Friday, December 1 at 11 a.m. with a ribbon-cutting ceremony.

This Fitness Court was developed by Blue Cross and Blue Shield of Alabama, the City of Red Bay 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.

"We continue to focus on rural areas of our state and provide them access to resources so they can live the healthiest lives possible," said Sophie Martin, director of corporate communications and community relations. "It is an honor to partner with the City of Red Bay to bring one of our Blue Cross sponsored Fitness Courts to their community. We hope this innovative exercise platform provides Red Bay residents a fun and engaging channel to get healthier."

The City of Red Bay is one of 15 outdoor Fitness Courts in a series of Blue Cross Blue Shield of Alabama Fitness Courts in easily accessible public spaces throughout the state.

"The City of Red Bay is proud to partner with Blue Cross Blue Shield of Alabama and National Fitness Campaign in the statewide initiative enabling our community to enjoy the free opportunity of achieving healthier, productive lives by offering free access to a high-quality workout by utilizing the outdoor Fitness Court,<sup>®</sup>" said Charlene Fancher, Mayor of the City of

Red Bay. “The installation of the Fitness Court® conveys the City of Red Bay’s support and appreciation for our greatest assets which are the citizens of our City.”

“National Fitness Campaign is proud to welcome the City of Red Bay to the campaign as a leader in Alabama, 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 Friday, December 1 at 11 a.m. to try the Fitness Court. For more information, visit [cityofredbay.org](http://cityofredbay.org) or contact Red Bay City Hall at 256-356-4473 ext 0. For more information on Blue Cross and Blue Shield of Alabama’s support of NFC, please visit [nationalfitnesscampaign.com/alabama](http://nationalfitnesscampaign.com/alabama).

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#### **About Blue Cross and Blue Shield of Alabama**

Blue Cross and Blue Shield of Alabama has insured Alabamians for over 87 years. Blue Cross offers coverage plans to corporations, individuals and the senior market. For more information about Blue Cross, visit [AlabamaBlue.com](http://AlabamaBlue.com). Connect with us on [Facebook](#), check out our videos on [YouTube](#) and follow us on [Twitter](#) and [Instagram](#) for more up-to-date information.

Blue Cross and Blue Shield of Alabama is an independent licensee of the Blue Cross and Blue Shield Association.

#### **About The City of Red Bay**

The City of Red Bay is located in Franklin County in Northwest Alabama, approximately one mile from the Mississippi border. With over 3,000 residents, Red Bay is one of the state’s most industrious communities per capita. The city offers several recreational opportunities, including The Red Bay Fun Park, The Hoyt Keeton Walking Trail, The City of Red Bay Recreation Center and the Dixie Youth Sports Complex. Red Bay is a “Friendly City on a Progressive Path”, and is known for exhibiting genuine southern hospitality to all who visit this beautiful, rural city.

#### **About National Fitness Campaign**

Founded in San Francisco in 1979, [National Fitness Campaign](http://NationalFitnessCampaign.com) 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 500<sup>th</sup> 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](http://www.nationalfitnesscampaign.com) or on [X](#), [Instagram](#), [Facebook](#) and [LinkedIn](#).