

BLUE CROSS BLUE SHIELD OF MASSACHUSETTS, TOWN OF PEMBROKE AND NATIONAL FITNESS CAMPAIGN MAKE FITNESS FREE FOR EVERYONE IN PEMBROKE

State-of-the-Art Outdoor Fitness Court® Coming to Pembroke Community Center

Pembroke Mass. – September 18, 2024— [Blue Cross Blue Shield of Massachusetts](#) (Blue Cross), the Town of Pembroke, and [National Fitness Campaign](#) (NFC) today announced a partnership to bring an outdoor Fitness Court® to Pembroke. The Fitness Court – located at 128 Center Street – will officially open on September 25. Designed to expand free access to high quality workouts and create equitable access to exercise for communities around the state, the Fitness Court lets people use their own body weight to get a complete workout using seven exercise stations.



“Blue Cross is committed to helping people across the state lead healthy lives and eliminating the physical and social barriers that contribute 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 Pembroke to launch a Fitness Court that will provide the community with a new, outdoor gathering space and access to premiere, free fitness and wellness opportunities.”

The workouts are adaptable for all fitness and ability 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.

Pembroke is one of 15 Blue Cross Fitness Courts that are currently open or set to be constructed in 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 state.

“We are excited to join the National Fitness Campaign family and to partner with Blue Cross to provide this unique fitness experience,” said Lance Kennedy, community services director for the Town of Pembroke. “Each visit can provide its own individual experience, with the ability to achieve a full body workout in just seven minutes. The Fitness Court will improve the quality of life for Pembroke residents and help create an outdoor wellness community. It is designed for all users at any fitness level. Pembroke is the first community on the South Shore to build a Fitness Court, with other locations throughout the state.”

“National Fitness Campaign is proud to welcome Pembroke to the campaign as a leader in Massachusetts, championing health and wellness for their residents,” said Mitch Menaged, founder of NFC. “The addition of the Fitness Court, along with digital wellness programming, demonstrates a tremendous commitment to the health and wellbeing within the community.”

Pembroke residents are invited to attend the ribbon cutting and try out the Fitness Court on September 25th at noon.

For more information, visit [here](#) or contact the Pembroke Community Center at 781-293-3249. 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 showing up for everyone like they’re the only one and guiding our members to the exceptional health care they deserve – affordably, equitably and seamlessly. In keeping with our commitment, 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 Pembroke

Pembroke is a suburban community located in the South Shore area of southeastern Massachusetts. The Town is located 26 miles south of Boston, 16 miles north of Plymouth and 14 miles east of Brockton. Pembroke has a strong commitment to promoting health and wellness among its residents. The Town, through its Recreation Department, strives to provide exceptional and creative programs, services and facilities that foster community spirit and involvement while serving the physical and social needs of all the residents. The department offers a range of recreational opportunities for all ages and abilities, such as sports, arts, camps, fitness, and special events. The department also manages several public parks and open spaces, such as the Pembroke Community Center, Magoun Park, Bezanson Field, Birch Street Playground and the Mattakeesett Fields.

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. Our mission is 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 welcomed its 500th healthy community in 2023, as it continues to grow 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 nationalfitnesscampaign.com or on [Instagram](#), [Facebook](#) and [LinkedIn](#).

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