



NATIONAL FITNESS CAMPAIGN

2022 Blue Cross and Blue Shield of Massachusetts Statewide Campaign Briefing



NATIONAL FITNESS CAMPAIGN
BROUGHT TO YOU BY



WHO WE ARE

National Fitness Campaign is a San Francisco based wellness consulting firm.



WHAT WE DO

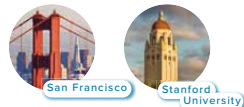
NFC develops partnerships with cities, schools and sponsors to build healthy communities.



NATIONAL FITNESS CAMPAIGN
CAMPAIGN STORY

1979
FITNESS COURT®
INVENTED

1979



THE FIRST FITNESS COURT®

1980-2000
CAMPAIGN
EXPANDS

1980



3 COUNTRIES



10,000
FITNESS COURTS®

2012
NEW CAMPAIGN &
WORLD CLASS TEAM

2012

DESIGN TEAM



MITCH MENAGED
NFC FOUNDER



GADI AMIT
NEW DEAL DESIGN



SAM LUCENTE
HEWLETT PACKARD



MARK LAUREN
SPECIAL FORCES

2018 - PRESENT
WELCOMING OUR
500TH HEALTHY
COMMUNITY

2018



2030
NFC REACHES 10,000
COMMUNITIES

2030



NATIONAL FITNESS CAMPAIGN

CAMPAIGN MISSION



OUR MISSION

**BUILD HEALTHY COMMUNITIES BY BRINGING
PEOPLE OUTSIDE TO MOVE EVERY DAY.**

WE MAKE WORLD CLASS FITNESS FREE!



NATIONAL FITNESS CAMPAIGN

2022 CAMPAIGN OVERVIEW



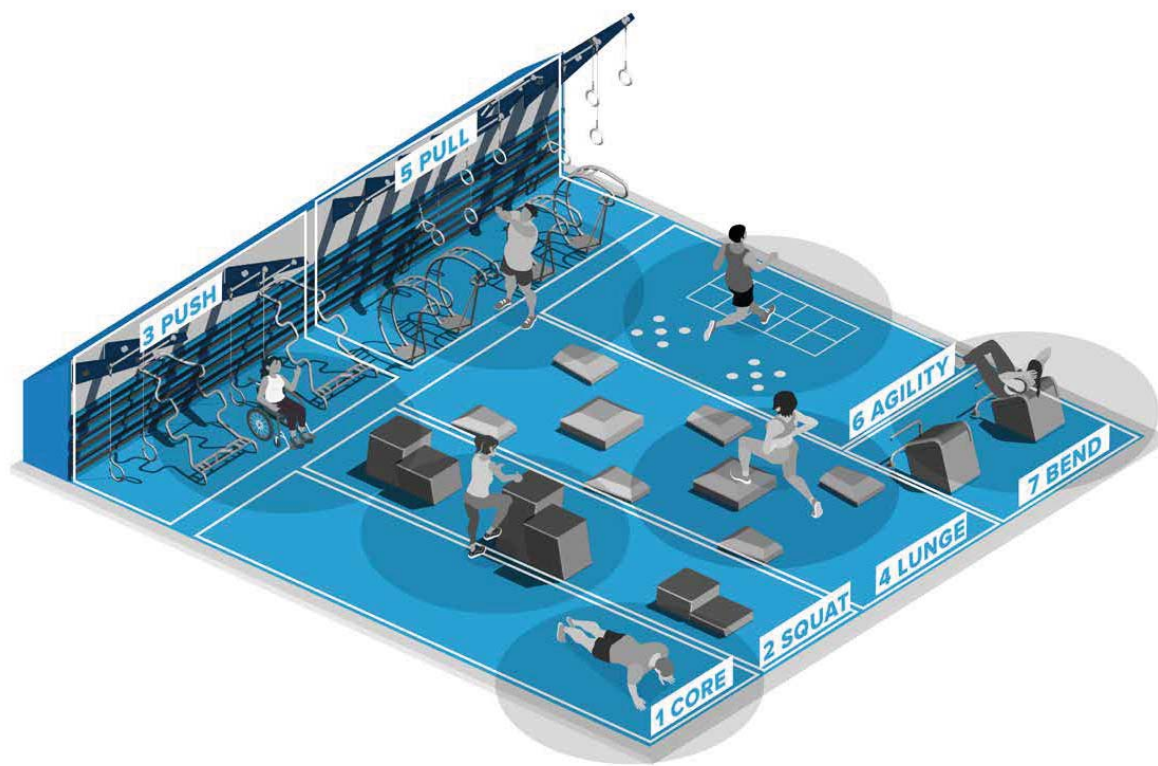
**A COMPREHENSIVE
COMMUNITY WELLNESS
PROGRAM**





FITNESS COURT®
WORLDS BEST OUTDOOR GYM





FUNCTIONAL TRAINING SYSTEM
THOUSANDS OF EXERCISES

SCIENTIFICALLY DESIGNED

7 MOVEMENT FULL BODY WORKOUTS



CORE



SQUAT



PUSH



LUNGE



PULL



AGILITY



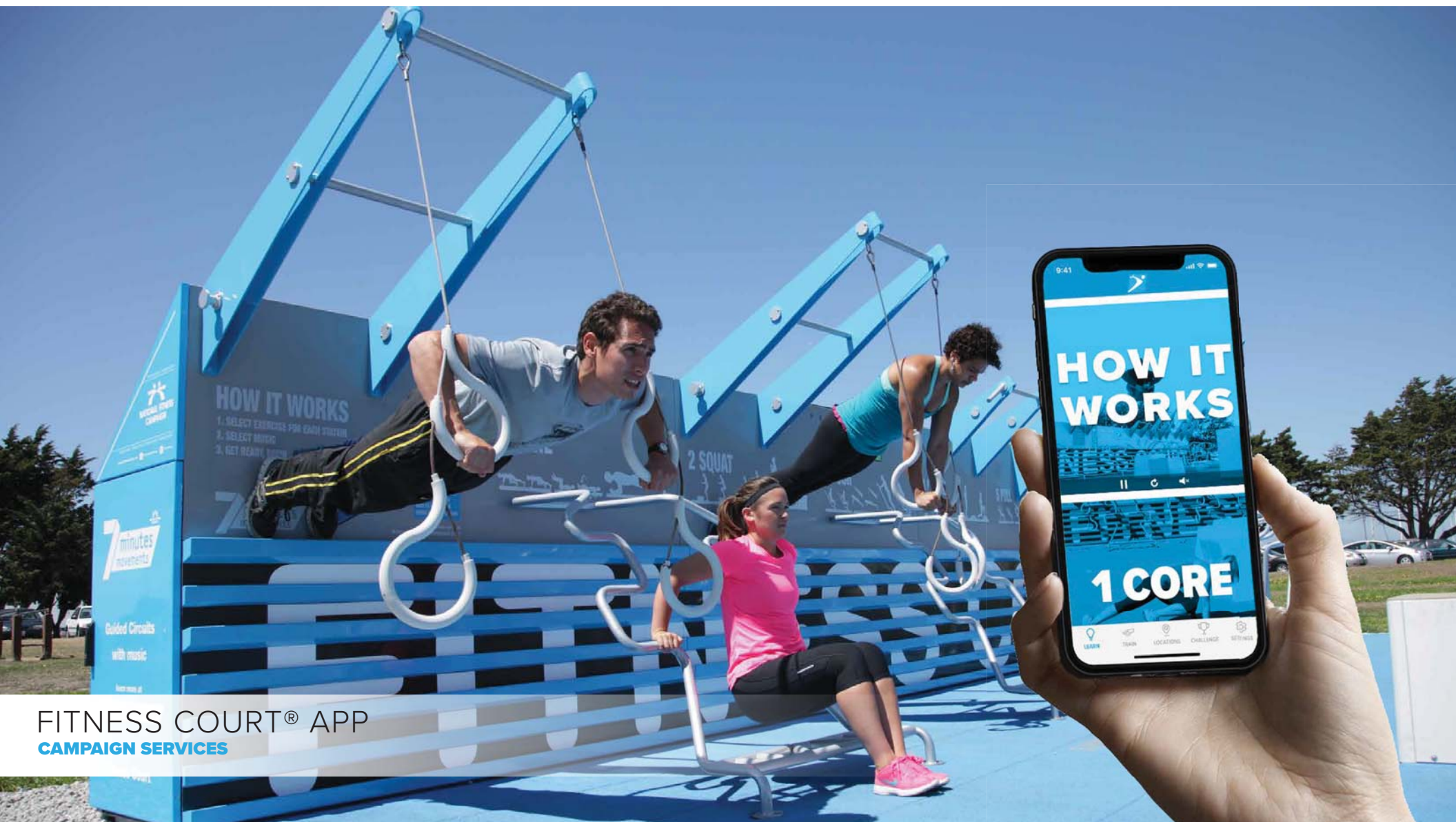
BEND



ADULTS OF ALL AGES AND ABILITY

I am glad to see movements to improve balance.

- Carol Claybaker, Senior Resident of Janesville, WI



FITNESS COURT® APP
CAMPAIGN SERVICES

NATIONAL FITNESS CAMPAIGN
CAMPAIGN SERVICES



**PRE LAUNCH
SUPPORT**



**AMBASSADOR
TRAINING**



MEDIA & PRESS



LAUNCH!



**FREE WORKOUTS
& GROUP CLASSES**



DATA & IMPACT

A wellness culture to engage people in healthy communities!

NATIONAL FITNESS CAMPAIGN

FITNESS COURT® PUBLIC ART

Each Fitness Court® is a one-of-a-kind work of art.



FEATURED ARTIST : 2021 - KEITH HARING



LOCAL ARTIST



CUSTOM COMMUNITY DESIGNS



NATIONAL FITNESS CAMPAIGN

2022 CAMPAIGN OVERVIEW



A COMPREHENSIVE COMMUNITY WELLNESS PROGRAM



NATIONAL FITNESS CAMPAIGN

NFC 2022 NATIONWIDE STATUS

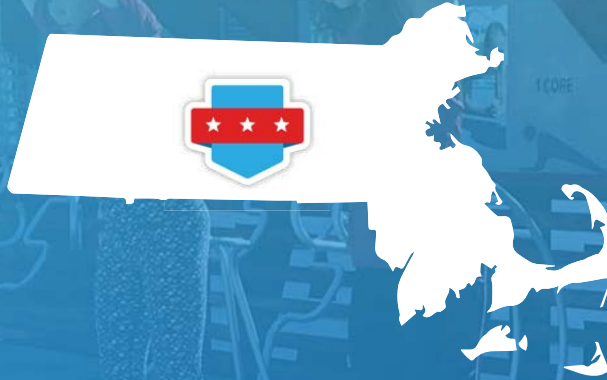
10,000+ Fitness Courts® coming to America by 2030

OUR GOAL

**BUILD A FREE OUTDOOR FITNESS COURT® WITHIN
A 10 MINUTE BIKE RIDE OF EVERY AMERICAN**



2022 MASSACHUSETTS STATEWIDE CAMPAIGN



PRESENTED BY BLUE CROSS AND BLUE SHIELD OF MASSACHUSETTS

LIMITED FUNDING FOR UP TO 15 COMMUNITIES IN 2022



MASSACHUSETTS

NATIONAL FITNESS CAMPAIGN

MASSACHUSETTS STATE SPONSOR



MASSACHUSETTS



**\$750,000 in Funding
Now Available for
Qualified Site Partners**



**Strategic Plan Adopted for Health
Impact Across Massachusetts**

276 Fitness Courts® coming by 2030!