



## FOR IMMEDIATE RELEASE

### TOWN OF WISE LAUNCHES THE FITNESS COURT®

### PRIORITIZING COMMUNITY HEALTH AND WELLNESS IN VIRGINIA

*New project is part of National Fitness Campaign – a nationwide initiative to build Healthy Communities*

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**WISE, VA — October 25, 2023** — On October 28th, 2023 at 10 AM, the Town of Wise will unveil an outdoor Fitness Court® at The Town of Wise Sports Complex, improving and enhancing the quality of life for Virginia residents. This capital project is a featured part of the 2023 initiative launched by [National Fitness Campaign](#) (NFC), a nationwide wellness consulting firm that partners with municipalities and schools to plan, build and fund Healthy Communities. NFC's award-winning initiative is now planning its 500th Healthy Community in America and is poised to deliver vital outdoor wellness programs helping to fight the obesity epidemic across the country.

This year, the Town of Wise and dozens of other select recipients from around the country were awarded a \$30,000 grant from NFC to help support the program. In addition to grant funding, local funding and sponsorships from the Rapha Foundation and the Town of Wise contributed to make the project possible in Wise.

“The Town of Wise Outdoor Fitness Court located in the Town of Wise Sports Complex is just the beginning of many examples of the Town of Wise Council’s dedication to providing multiple types of outdoor recreation and fitness opportunities for the citizens of the Town of Wise and surrounding communities.” - Laura Roberts, Town Manager

The new Fitness Court® at The Town of Wise Sports Complex is the world’s best outdoor gym and allows users to leverage their own body weight to get a complete workout using seven stations. Created for adults aged 14 and older, the Fitness Court is adaptable for all fitness levels. Users can also download the free Fitness Court App — a coach-in-your-pocket style platform — that transforms the world’s best outdoor gym into a digitally supported wellness experience. The [Fitness Court App](#) is available for iOS and Android.



“We are excited to have the Town of Wise join us in the journey to health and wellness as we make a positive impact building Healthy Infrastructure across America,” said Mitch Menaged, Founder of National Fitness Campaign. “The addition of the Fitness Court® along with ongoing engagement in healthy lifestyles demonstrates a tremendous commitment to the community.”

Residents are invited to attend an Opening Day Launch Event on **October 28th, 2023 at 10 AM** to try the Fitness Court and learn about upcoming community wellness events and programming. For more information, visit [https://bit.ly/ToW\\_NFC](https://bit.ly/ToW_NFC) or contact Reagan Walsh at 276-328-6013 x204.

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### **About Town of Wise**

The Town of Wise lies in the center of Wise County in the far southwest corner of Virginia. The town has a rich history dating back to the growth of the coal industry and the diversity of cultures that it brought to this part of the country. While the coal industry has evolved, Wise continues to have a strong character defined by its beautiful county courthouse in the center of its historic downtown, a forward focused educational facility in UVA Wise, exceptional outdoor resources, and the generations of residents that still call this community home.

### **About The Rapha Foundation**

The Rapha Foundation, a 501(c)(3) philanthropic organization, is dedicated to improving population health and access to education across Southwest Virginia.

### **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-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. Learn more about NFC at [www.nationalfitnesscampaign.com](http://www.nationalfitnesscampaign.com).

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