



GRAND TRAVERSE COUNTY INVESTS IN HEALTH AND WELLNESS WITH PRIORITY HEALTH FITNESS COURT®



(Traverse City, Mich. – June 13, 2022) Grand Traverse County, Priority Health and the National Fitness Campaign (NFC) are pleased to announce the opening of an outdoor Priority Health [Fitness Court®](#) at [Boardman Lake Trail](#). The Fitness Court will officially be unveiled at a ribbon cutting ceremony on June 28 from 10 to 11 a.m. This launch is made possible thanks to Grand Traverse County in conjunction with the statewide partnership between Priority Health and NFC. The Michigan campaign was established in 2020 with the intent to expand free access to high-quality workouts and create equitable access to exercise for communities.

The new Fitness Court located north of the Boardman Lake Trail Park and Boat Launch is an open-air wellness center that allows users to leverage their own body weight to get a complete workout. Created with adults of all ages in mind, the Fitness Court® is adaptable for all fitness levels. They can also be used in group or solo settings with local volunteer ambassadors leading classes for groups. New and solo users can also download the free Fitness Court App — a coach-in-your-pocket style platform — that transforms the outdoor gym into a digitally supported wellness ecosystem. The Fitness Court App is available for iOS and Android.

“Grand Traverse County is thrilled to partner with the National Fitness Campaign and Priority Health to bring a Fitness Court to this community” said Nate Alger, Grand Traverse County Administrator. “GT County is dedicated to improving the health and welfare of our community and partnering for an addition of a Fitness Court on Boardman Lake Loop TART trail is the perfect way to demonstrate that commitment!” Alger went on to say that “not only is the Fitness Court available to those who live, work, or recreate near the new Fitness Court, county and city employees who work at the Governmental Center will also be able to take advantage of the healthy activities the Fitness Court offers, and that is a great opportunity for those employees.”

Traverse City is home to the second outdoor court within Grand Traverse County and in the region; the first court to open in Grand Traverse County was in Blair Township in the summer of 2021. Priority Health plans to open at least six more courts in 2022 in easily accessible public spaces across the state. NFC's award-winning initiative is now supporting more than 150 cities across America, including cities in Michigan such as Grand Rapids, Metro-Detroit, Lansing, Big Rapids, and Saginaw.

“We are pleased to encourage health and well-being in Traverse City by partnering with the National Fitness Campaign to open another Priority Health Fitness Court in Grand Traverse County,” said Jennifer Seman, director of sales at Priority Health. “Our hope is that the free outdoor Fitness Courts in Blair Township and Traverse City will not only support free access to fitness but will also serve as community gathering places.”

National Fitness Campaign developed the trademarked seven-station system in 2012 in an effort to inspire municipalities to transform public spaces into community fitness hubs. There are currently 250 active Fitness Court locations across the country, and the Campaign will be operating in over 1,000 cities and colleges by the end of 2022.

About Grand Traverse County:

Grand Traverse County consists of 14 township and 2 villages and boasts an unlimited number of recreational opportunities in an all-season community. Located in the northwest part of the Lower Peninsula of Michigan on beautiful Grand Traverse Bay. With its numerous lakes and rolling hills, the County is a major tourist destination and known for its peaceful quality of life. Grand Traverse County abounds with cultural and social activities. From well-established eateries to wineries and breweries and more, Grand Traverse County has an endless number of places to explore.

About Priority Health:

With over 30 years in business, Priority Health is the second largest health plan in Michigan, offering an extensive portfolio of health benefits options for [employer groups](#) and [individuals](#), including [Medicare](#) and [Medicaid](#) plans. Serving more than one million members each year and offering a broad network of primary care physicians in Michigan, Priority Health continues to be recognized as a leader for quality, customer service, transparency and product innovation. Learn more about affordable, quality health coverage options from [Priority Health](#).

About NFC:

National Fitness Campaign (NFC) is a social enterprise – founded in San Francisco, California in 1979 – that specializes in funding, activating, and promoting healthy infrastructure through partnerships with cities and schools. Now operating in over 150 cities, NFC's unique program delivers consulting services and an integrated wellness initiative to communities, centered on the world's best outdoor gym: The Fitness Court®. Our mission is to design healthy infrastructure for cities to improve the quality of life for people. Learn more about NFC at NationalFitnessCampaign.com and follow us on social @NatFitCampaign.

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