

**University of Maine at Farmington Press Release  
FOR IMMEDIATE RELEASE  
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**EDITOR'S NOTE:**  
**Link to images below**

**UMF Media Contact:**

April Mulherin  
UMF Associate Director for Media Relations  
cell: 207-491-5614  
[april.mulherin@maine.edu](mailto:april.mulherin@maine.edu)

**NFC Media Contact:**

Lindsay Valenti  
[lindsay@nfchq.com](mailto:lindsay@nfchq.com)

**Community Health Options Media Contact:**

Theresa Miller  
207-521-6772 | [tmiller@healthoptions.org](mailto:tmiller@healthoptions.org)

**Community Health Options, University of Maine at Farmington and National Fitness Campaign bring free, accessible outdoor wellness programming to Farmington**

***Maine to celebrate third state-of-the-art Fitness Court® at UMF***

**FARMINGTON, ME (August 27, 2024)**—Maine's newest outdoor Fitness Court® will open Friday, September 6, on the University of Maine at Farmington (UMF) campus. UMF is the first higher education partner to team up with Community Health Options and National Fitness Campaign (NFC) as part of a campaign to build Fitness Courts across the state.

The UMF Fitness Court opens at 131 Perkins Street with a ribbon cutting ceremony from noon to 2 p.m. It's the state's third Fitness Court, following two that opened at Simard-Payne Memorial Park in the City of Lewiston and VFW Park and Field on Canoe Club Road in Hampden in 2022.

The Fitness Courts provide access to free outdoor exercise equipment for anyone over the age of 14 at any fitness level, allowing people to use their own body weight to get a complete workout using seven exercise stations in as little as seven minutes.

People can adapt the workouts to their own ability and move at their own pace. Users may also 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. UMF's Fitness Court is open to students, campus staff and the community.

"Free access to fitness opportunities is vital to building healthy communities," said Kevin Lewis, Community Health Options president and CEO. "We're proud to be the exclusive NFC sponsor in Maine and delighted to be opening this Fitness Court with UMF, where students, faculty, staff and the community can all benefit from workouts that help to build overall health and well-being."

Added Joseph McDonnell, UMF president, "As part of our commitment to public health, UMF is providing new and exciting wellness opportunities for our students and all residents in the greater Farmington community. We encourage our students and members of the community to be both life-long learners and life-long participants in physical fitness. We are pleased to be the first higher education partner in Maine to join the Community Health Options Fitness Court campaign."

"National Fitness Campaign is proud to welcome UMF to the campaign as a leading higher education partner in Maine, championing health and wellness for their campus and the greater Farmington community," said Mitch Menaged, founder of National Fitness Campaign. "The addition of the Fitness Court, along with digital wellness programming, demonstrates a tremendous commitment to health and wellbeing."

The campus and greater Farmington community are invited to attend the launch event on Friday, September 6, 2024, from 12-2 p.m. to try the Fitness Court. For more information, visit <https://www.umf.maine.edu/events/> or contact Alison Thayer, UMF associate director of Fitness and Recreation, [athayer@maine.edu](mailto:athayer@maine.edu). For more information on Community Health Options' support of NFC, please visit [nationalfitnesscampaign.com/maine](http://nationalfitnesscampaign.com/maine).

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### **About Community Health Options**

[Community Health Options](#) is the only Maine-based, nonprofit, Member-led health insurer and plan administrator, providing comprehensive health plans for individuals, families and businesses. Community Health Options offers a robust network of 48,000 healthcare providers in New England, along with plans with U.S. national coverage for individuals and businesses. Follow Community Health Options on [LinkedIn](#), [Facebook](#) or [Instagram](#).

### **About University of Maine at Farmington**

A nationally recognized public liberal arts college known for its commitment to the creative arts, teacher preparation, the health arts and sciences, the environment, business and public service, the [University of Maine at Farmington](#) provides a challenging yet supportive environment to prepare students for both careers and further study. Located in the heart of Maine's four-season outdoor recreational region, UMF is a welcoming, close-knit academic community that prepares students for enriching professional careers, engaged citizenship and an enduring love of learning.

### **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 500<sup>th</sup> 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](http://nationalfitnesscampaign.com) or on [Instagram](#), [Facebook](#) and [LinkedIn](#).

#### **EDITOR'S NOTE:**

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