

FOR IMMEDIATE RELEASE

Arizona Complete Health, the City of Douglas and National Fitness Campaign Install Free Fitness Court® in Douglas

State-of-the-Art Outdoor Fitness Court® Coming to Veteran's Memorial Park



SITE PARTNER MEDIA CONTACT:

Carlos Valdez | carlos.valdez@douglasaz.gov | 520-417-7303

NFC MEDIA CONTACT:

Sarah Morgan | sarah@nfchg.com | 831-601-2438

AzCH MEDIA CONTACT:

Monica Coury | monica.h.coury@azcompletehealth.com | 480-271-4503

LEGACY FOUNDATION MEDIA CONTACT:

Margaret Hepburn | Margaret.Hepburn@lfsaz.org | 520-335-6015

Douglas, AZ – DATE, 2024 — Arizona Complete Health, a Centene Corporation company and the largest Medicaid health plan in Arizona, and [National Fitness Campaign](#), the world's best outdoor gym, today announced a partnership with the City of Douglas to install an outdoor Fitness Court® and digital wellness programming in Douglas, AZ. The new Fitness Court, located at Veteran's Memorial Park, will open November 20, 2024 at 10am following a ribbon-cutting

ceremony inclusive of Mayor Donald Huish, Council Members, city staff, Legacy Foundation partners, and the Douglas High School Spirit line.

This Fitness Court was developed in partnership with Arizona Complete Health, the City of Douglas, and National Fitness Campaign to expand free access to high-quality workouts and foster equitable exercise access in communities statewide. The Fitness Court promotes full-body workouts using body weight across seven exercise stations, supporting physical activity as a response to a growing public health crisis. In 22 states, over 35% of adults are now classified as obese, while physical inactivity costs health systems \$27 billion annually. The Fitness Courts offer a sustainable solution, promoting regular outdoor activity and building healthier communities.

Created with people aged 14 and over and with all abilities in mind, the workouts are adaptable for all fitness levels, allowing participants to enjoy movements at their own pace. Users are encouraged to 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.

“We are pleased to partner with the National Fitness Campaign to bring this innovative wellness campaign to Douglas,” said Martha Smith, Arizona Complete Health Plan President. “By offering accessible, no cost exercise programs, the outdoor Fitness Court® and digital wellness program align with our mission of transforming the health of the communities we serve, one person at a time.”

“The Legacy Foundation is delighted to have partnered with the City of Douglas on this project.” said Margaret Hepburn, CEO of the Legacy Foundation of Southeast Arizona. “Wellness activities and healthy lifestyle are fundamental to our Legacy Foundation mission and the workout facilities are completely aligned with our work. Congratulations to all on this important addition to the community!” The city of Douglas thanks the Legacy Foundation for their generous contribution to this project.

“Installing the NFC Fitness Court in our community is a major step forward in promoting health, wellness, and outdoor recreation for all our residents,” said Mayor Donald Huish, City of Douglas. “This addition reflects our city's commitment to creating accessible spaces that encourage active lifestyles and community interactions. We're excited to offer a modern, inclusive fitness option that everyone can enjoy, and we're proud to support initiatives that enhance the quality of life for everyone in Douglas. We are very grateful for the support from the National Fitness Campaign and Arizona Complete Health. Without them, this would not be possible.”

“National Fitness Campaign is proud to welcome the City of Douglas to the campaign as a leader in Arizona, championing health and wellness for their residents,” said Mitch Menaged, founder of National Fitness Campaign. “The addition of the Fitness Court, along with digital

wellness programming, demonstrates a tremendous commitment to the health and wellbeing within the Douglas community.”

Residents are invited to attend the launch event on November 20, 2024 at 10am to try the Fitness Court. For more information about the event, contact Parks & Recreation at 520-417-7340. For more information on Arizona Complete Health’s support of NFC, please visit nationalfitnesscampaign.com/arizona.

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About Arizona Complete Health

[Arizona Complete Health](https://www.azcompletehealth.com) (AzCH), a Centene Corporation company, provides and administers health benefits through individual, Medicaid, Medicare and dual eligible programs. Arizona Complete Health-Complete Care Plan offers a statewide Medicaid program and serves as the Regional Behavioral Health Authority for Northern and Southern Arizona, administering the crisis system in those regions. AzCH offers comprehensive Medicare Advantage coverage through its Wellcare program and Marketplace coverage through Ambetter from Arizona Complete Health. For more information on Arizona Complete Health, please visit the company’s website at www.azcompletehealth.com.

About the Legacy Foundation of Southeast Arizona

The Legacy Foundation of Southeast Arizona was formed in 2013. With a mission to promote population health and community wellness throughout southeast Arizona, the Legacy Foundation achieves its mission through philanthropy, capacity building, collaboration, and innovation. A private foundation, the Legacy Foundation partners with nonprofit and government agencies throughout Cochise and eastern Santa Cruz Counties. Through grant funding, these partnerships have resulted in projects that have improved inter-city transportation, increased food access, enhanced community parks, aided veteran services, established community gardens, expanded behavioral health services and much more. To learn more, visit www.lfsaz.org

About Douglas, AZ

Douglas Arizona is a small, charming border community with over 100 years of rich history. The city has a population of 15,000 residents and has been recently dubbed one of the nation’s best “micropolitan” areas, communities with 10,000 – 50,000 residents with superior amenities, growing economies and moderate costs of living.

Founded in 1901 and incorporated four years later, Douglas was first established as a smelter site for the thriving copper mines in Bisbee. In the late 1800's, the area's open, grassy lands made Douglas the perfect area for roundups for many of the region's largest cattle ranchers. And the entire valley is well known for its rich agriculture, which remains an important part of the local economy. But the city's history pre-dates cattle ranching and copper mining. Spanish Conquistadores established presidios throughout the region and present day Douglas is close to the San Bernardino Presidio of the late 1700's. The region also has a colorful Native American history, with names like Geromino and Cochise among the most famous Native American figures to define the southern portion of Cochise County. For more information about Douglas, please visit our website at [Douglas, AZ | Official Website](#).

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](#).