

# Quartz: Announces statewide partnership with National Fitness Campaign to build outdoor fitness courts across Wisconsin

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MADISON, Wis.— Wisconsin-based health insurance company Quartz Health Solutions and National Fitness Campaign (NFC) have launched a statewide partnership to expand free access to world-class fitness by bringing The Fitness Court® to communities across Wisconsin. This partnership was formed to fight obesity and other cardiometabolic diseases, improve quality of life and create equitable access to outdoor exercise programs for communities around the state.

Through the partnership, Quartz Fitness Courts will be constructed in easily accessible public spaces beginning in 2023, bringing community wellness programs and free digital workouts to thousands of people. NFC's award-winning initiative is now planning its 500th Healthy Community in America, and is poised to deliver important outdoor wellness programs in a time of great need across the country. Cities of all sizes who are prioritizing community health across Wisconsin are invited to apply to join the initiative.

"Quartz is thrilled to be partnering with National Fitness Campaign to further our shared goal of helping residents of our communities create a life well-lived," said Dr. Mark Selna, president and CEO, Quartz. "By increasing community access to outdoor exercise programs, we hope to empower everyone to take control of their health at all stages of wellness and to enjoy doing so together. We're excited to deepen our connections with our Wisconsin communities through this campaign and build towards a future where well-living is always within reach for everyone."

NFC's outdoor gym features a series of seven-minute workouts with the benefits of digital coaching on the free Fitness Court App, which delivers regular content to keep fitness training fun for people over the age of 14 and at all fitness levels. There are also opportunities for free fitness classes through an ambassador program featuring local trainers. The Fitness Court delivers a powerful and fun workout designed by leading experts in functional fitness and bodyweight training.

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Beginning in August 2022, municipalities, schools and other organizations who own accessible public space may apply for grant funding to assist in building a Fitness Court, courtesy of Quartz and NFC. Funding is being made available for qualified applicants. Grant recipients will receive a wellness toolkit, education and design resources to assist in planning, funding and launching their outdoor Fitness Court and community wellness campaign.

“National Fitness Campaign is proud to welcome Quartz as its state sponsor in Wisconsin,” said Mitch Menaged, founder of the NFC. “This program will deliver tremendous resources to contribute to the important mission of fighting obesity and other cardiometabolic diseases and improving health outcomes as the network of Fitness Courts grows across the state. We look forward to working with Quartz to make this campaign a great success.”

NFC and Quartz will begin accepting applications in August 2022 for grant funding to support building Fitness Courts in local communities. To learn more about National Fitness Campaign and how to qualify for funding, visit <https://nationalfitnesscampaign.com/wisconsin>.