



National Fitness Campaign Launches Healthy Infrastructure Awards

Distinguished Awards Program Recognizes Community Leaders as Part of a Nationwide Movement to Shape Healthy Outdoor Infrastructure in Cities Across the U.S.

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SAN FRANCISCO (Jan. 10, 2020) – [National Fitness Campaign \(NFC\)](#) announces the inaugural Healthy Infrastructure Awards (HIA) recognizing community leaders and trailblazers from around the country that are changing the way cities are built. The program celebrates innovation, leadership and the development of healthy infrastructure in communities across the country.

“NFC is proud to partner with leaders around the nation working to build a healthier America.” stated Mitch Menaged, National Fitness Campaign founder. “Whether they are developing a brand new program, creating an undeniable impact in their region or taking a unique approach to activating their Fitness Court, this award is reserved for the partners that go the extra mile and are truly making an impact in their local communities.”

National Fitness Campaign will designate winners annually for the Healthy Infrastructure Awards in five distinct categories; Leadership, Programming Excellence, nationwide movement, uniting communities and leading the country towards a healthier lifestyle. The 2019 inaugural award winners are as follows:

Healthy Infrastructure Award in Leadership honors Oklahoma City, Oklahoma

To change the way we build cities, and to ignite investments in quality of life for community members, we rely on bold leaders nationwide. The National Fitness Campaign’s coveted HIA in Leadership is presented to Oklahoma City, true trailblazers who encourage healthy living on the network of Fitness Courts and as a city embodies success in new and innovative ways.

Healthy Infrastructure Award in Programming Excellence honors Loveland, Colorado

The National Fitness Campaign continually works to amplify the incredible work of our partners. We share best practices and help others activate their fitness ecosystem with group classes, events, and local engagement strategies. The HIA in Programming Excellence recognizes Loveland, Colorado for demonstrating the greatest engagement per-capita in community building on the Fitness Court.

Healthy Infrastructure Award in Storytelling honors Killeen, Texas

Localizing a national movement requires excellent communication with the public, with local stakeholders and with a network of advocates for quality of life across the country. The HIA in Storytelling recognized the City of Killeen, Texas for creating long-lasting impact with strategies including public relations efforts, local media, social media, visual/graphic assets, and even regional coverage.

Healthy Infrastructure Award in Design Excellence honors Avenal, California

The Fitness Court program achieves maximum success when it is integrated strategically into the best public space in the community, supported by appropriate amenities and fits seamlessly into the landscape. NFC acknowledges the City of Avenal, California as the community with the most strategic, highly visible, and beautifully integrated Fitness Court site design.

Healthy Infrastructure Award in Innovation Honors Maricopa, Arizona

National Fitness Campaign grows because of new and fresh ideas, integrated into the platform and provided to partners nationwide. The HIA in Innovation goes to the City of Maricopa, Arizona for cultivating the most forward-thinking, unique and powerful strategy, idea or campaign element that can be shared as “best practice” to all Campaign partners in the following year.

The Fitness Court® is a state-of-the-art, digitally connected platform for adults of all ages and abilities to develop healthy habits and maintain long-term wellness. For more information about the National Fitness Campaign and to find the nearest Fitness Court®, visit NationalFitnessCampaign.com.

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ABOUT NFC:

National Fitness Campaign (NFC) is a social enterprise – founded in San Francisco, California in 1979 – that offers grant funding, project management and master planning services to cities, schools and sponsors to promote healthy infrastructure. The Fitness Court® is a trademarked system created by founder, Mitch Menaged, that was designed to be the world’s best outdoor gym. Our mission is to bring communities together: to build for health, and plan for people. Learn more about NFC at NationalFitnessCampaign.com and download the [Fitness Court mobile app](#) for access to free outdoor fitness classes.

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