

FOR IMMEDIATE RELEASE

The Town of Williamstown, Blue Cross Blue Shield of Massachusetts, and National Fitness Campaign provide free fitness for everyone in Williamstown, Massachusetts

State-of-the-Art Outdoor Fitness Court® Coming to Williamstown, Massachusetts



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WILLIAMSTOWN, MASSACHUSETTS – SEPTEMBER 10, 2025 —The town of Williamstown, [Blue Cross Blue Shield of Massachusetts](#) (Blue Cross), and [National Fitness Campaign](#) (NFC) today announced a partnership to bring an outdoor Fitness Court® and digital wellness programming to the town of Williamstown. The Fitness Court®, located at 27 Stetson Road in Williamstown Massachusetts, will open September 10th at 12:00 pm with a ribbon-cutting ceremony.

This Fitness Court® was developed by Williamstown, Blue Cross Blue Shield of Massachusetts, and NFC to expand free access to high-quality workouts and create equitable access to exercise for communities across the region. The Fitness Court® is the world's best outdoor gym that lets users leverage their own body weight to get a complete workout using seven exercise stations.

Created for adults of all abilities aged 14+, the Fitness Court® Studio workouts are adaptable for all fitness levels, allowing participants to move at their own pace. Users also may 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. Williamstown is one of 18 current Campaign Partners building a network of Fitness Courts across the state, with the help of Blue Cross Blue Shield of Massachusetts.

“We are excited to add this unique fitness option to our Mohican Multi-use Trail” said Bob Menicocci, Town Manager. “I would like to take this opportunity to thank our partners for all their help in making this project a reality for the town.”

“Blue Cross is committed to helping people live healthy lives and eliminating the physical and social barriers that lead to health disparities,” said **Jeff Bellows, vice president of corporate citizenship and public affairs at Blue Cross Blue Shield of Massachusetts**. “We’re proud to partner with NFC and Williamstown to launch a Fitness Court that will provide residents with a communal gathering space and access to premiere free outdoor fitness opportunities.”

“We are excited to have Williamstown join us in the journey to improve health and wellness as we work to make a powerful and long-lasting impact on health outcomes and happiness by building healthy communities across America,” said Mitch Menaged, founder of National Fitness Campaign. “The addition of the outdoor Fitness Court, along with digital wellness programming, demonstrates a tremendous commitment to the health and wellbeing within the Williamstown community.”

Residents are invited to attend the launch event on September 10 at 12:00 pm to try the Fitness Court®. For more information contact Town Hall at (413) 458-3500. For more information on BCBSMA support of NFC, please visit <https://nationalfitnesscampaign.com/massachusetts>.

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ABOUT SITE PARTNERS

About the Town of Williamstown

Nestled in the picturesque Berkshires, Williamstown (williamstownma.gov) is a charming New England town of approximately 7,500 people, known for its seamless blend of world-class art and stunning natural beauty. This vibrant community offers an enriching location for both art enthusiasts and outdoor adventurers.

About Blue Cross Blue Shield of Massachusetts

Blue Cross Blue Shield of Massachusetts (bluecrossma.org) is a community-focused, tax-paying, not-for-profit health plan headquartered in Boston. We are committed to showing up for everyone like they're the only one and guiding our members to the exceptional health care they deserve – affordably, equitably and seamlessly. In keeping with our commitment, we are rated among the nation's best health plans for member satisfaction and quality. Connect with us on [Facebook](#), [Twitter](#), [YouTube](#), and [LinkedIn](#).

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 is preparing to welcome its 750th healthy community in 2025, 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. Learn more about National Fitness Campaign at nationalfitnesscampaign.com and follow along on [Instagram](#), [Facebook](#) and [LinkedIn](#).