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PRESS RELEASE

FOR IMMEDIATE RELEASE

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City hosts ribbon cutting for new Fitness Court

Kerrville (May 6, 2024) – The Kerrville Parks and Recreation Department (KPRD) hosted the official ribbon cutting of its newest quality of life addition, the outdoor Fitness Court, May 6 near the interactive fountain in Louise Hays Park. Speakers included KPRD Director Ashlea Boyle, Mayor Judy Eychner, Economic Improvement Corporation President Kim Clarkson, Parks and Recreation Advisory Board



Chair Lisa Nye Salladin, and KPRD Interim Assistant Director Rosa Ledesma.

Texas-based health insurance provider Blue Cross and Blue Shield of Texas (BCBSTX) and National Fitness Campaign (NFC) have launched a statewide sponsorship to expand free access to high-quality workouts by bringing outdoor Fitness Courts® to cities across Texas. This initiative was created to fight obesity and improve the quality of life for communities.

The City of Kerrville was 1 of 20 Texas cities awarded a \$50,000 grant from BCBSTX for this NFC program. In addition to this award, contributions from H-E-B, the City of Kerrville, Texas Economic Improvement Corporation, the Parkland Dedication Fund, the Senior Services Advisory Board via an AARP grant, and the City of Kerrville made this project possible.

The new Fitness Court in Louise Hays Park is an open-air wellness center with a shade structure that allows users to leverage their own body weight to get a complete workout. The Fitness Court is adaptable for all fitness levels. New users can also download the free Fitness Court app — a coach-in-your-pocket style platform — that transforms the outdoor gym into a digitally supported wellness ecosystem. The app, entitled “Fitness Court”, is available for iOS and Android.

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