



CITY OF SUNLAND PARK NEW MEXICO

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FOR IMMEDIATE RELEASE
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**The City of Sunland Park, Blue Cross and Blue Shield of New Mexico, and National Fitness Campaign provide free fitness for everyone in Sunland Park, NM.
*State-of-the-Art Outdoor (Fitness Court®) Coming to the Sunland Park Sports Complex***



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SUNLAND PARK, NEW MEXICO – October 16, 2025 — The City of Sunland Park, [Blue Cross and Blue Shield of New Mexico](#), and [National Fitness Campaign](#) (NFC) today announced a partnership to bring an outdoor Fitness Court® and digital wellness programming to the City of Sunland Park. The Fitness Court®, located at 4700 McNutt Rd, will open October 28 at 11 AM with a ribbon-cutting ceremony.

This Fitness Court® was developed by The City of Sunland Park, Blue Cross and Blue Shield of New Mexico, 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® 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. The City of Sunland Park is one of the first Campaign Partners building a network of Fitness Courts across the state, with the help of Blue Cross Blue Shield of New Mexico.

“The City of Sunland Park is proud to be among the first in New Mexico to join the National Fitness Campaign,” said Mayor Javier Perea. “This partnership supports our commitment to providing accessible and innovative wellness opportunities for our residents.”



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“Regular physical activity helps prevent heart disease and certain cancers, reduces blood pressure, improves brain function and prevents falls,” said Latha Raja Shankar, M.D., chief medical officer at Blue Cross and Blue Shield of New Mexico. “This outdoor Fitness Court will give residents of Sunland Park access to optimal health outcomes right in their own community.”

“We are excited to have the Sunland Park Sports Complex 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 Sunland Park community.”

Residents are invited to attend the launch event on October 28 at 11:00 AM to experience the new Fitness Court® and take part in fitness demonstrations. For event details, visit sunlandpark-nm.gov, or contact the City of Sunland Park at (575) 589-7565.

For more information on Blue Cross and Blue Shield of New Mexico’s support of the National Fitness Campaign, visit <https://www.nationalfitnesscampaign.com/newmexico>.

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About The City Of Sunland Park

Located along the U.S.–Mexico border in southern Doña Ana County, the City of Sunland Park is a vibrant and growing community focused on expanding access to recreation, wellness, and quality of life for all residents. Learn more at www.sunlandpark-nm.gov.

About Blue Cross and Blue Shield of New Mexico

Blue Cross and Blue Shield of New Mexico (BCBSNM) is the largest commercial health insurer in New Mexico with nearly 700,000 members statewide. BCBSNM is committed to promoting access to quality care, supporting community-based health programs, and improving health outcomes for New Mexicans.

About National Fitness Campaign

Founded in San Francisco in 1979, [National Fitness Campaign](http://NationalFitnessCampaign.com) (NFC) 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](https://www.instagram.com/nationalfitnesscampaign), [Facebook](https://www.facebook.com/nationalfitnesscampaign) and [LinkedIn](https://www.linkedin.com/company/nationalfitnesscampaign).