



A PLAYCORE Company

# YOU WERE MEANT TO THRIVE™

Innovating Outdoor Fitness Solutions  
that Break Down Barriers to Community Wellness





## The Priority

With the steady and dramatic rise in adult obesity, promoting regular physical activity is a public health priority. Six out of ten American adults are considered overweight or obese. According to the U.S. Department of Health and Human Services, only **30% of adult Americans report they get regular physical activity** during leisure time. 40% of Americans say they get none at all.

Health clubs provide a high-quality experience for adults who want to improve their health and wellness, but this is not an option for every adult. The New York Times

recently reported the **average cost of a gym membership is \$800-\$900 per year**. With 45 million Americans living below the poverty line, and nearly half of American families considered “poor or low-income,” **health clubs are out of reach for a large segment of the U.S. population.**



*Health club fitness classes are popular but often financially out-of-reach for many adult Americans.*

## The Research

A market intelligence report by Leisure-Net Solutions' Outdoor Fitness Classes Report - "Is it Better Outside?" shows that, overall, **44% of respondents stated they would prefer to exercise outdoors** compared to 38% opting for indoors. The groups showing the strongest preference for being outdoors were older age groups and adults seeking more physical activity.

Multiple studies reveal a variety of increased benefits of outdoor exercise, including improved psychological and physiological health, disease prevention, improved adherence to regular exercise, decreased tension and depression, increased energy, greater satisfaction levels, and access to green environments. Many U.S. parks and recreation departments support community health and wellness by providing green spaces for adults and families to enjoy outdoor recreation. Some provide amenities such as walking paths or outdoor exercise areas for individual or group fitness classes. According to a survey by the National Recreation and Park Association (NRPA), **outdoor fitness areas, and programming to support them, is one of the leading trends** community leaders are evaluating as part of an effort to provide better health and wellness opportunities to people of all ages, abilities and socioeconomic status.

**Outdoor fitness areas provided by community parks remove a financial barrier to regular exercise.** Free to access, and often installed in underserved neighborhoods, they are an essential part of a regular exercise regimen for many Americans.

**Only about 30% of adult Americans report they get regular physical activity during their leisure time - and about 40% of Americans say they get none at all.**

U.S. Department of Health  
and Human Services

Park and recreation departments are also looking for ways to encourage multigenerational fitness, activities that appeal to both adults and children between the ages of 13 and 18.

However, as community greenspace becomes more scarce, and the popularity of outdoor fitness areas has grown, **there is a growing need to reduce the amount of space required to install outdoor fitness equipment.** Communities are looking for the maximum amount of fitness activity in the smallest amount of space possible.

## The Experts

Our parent company, PlayCore works with university scholars, health experts, and community leaders to determine the right solution for communities. Their research proved through thoughtful planning, design, and execution, **fitness parks provide communities with resources needed to improve health and overall wellness**, particularly when they address the four elements of a well-rounded fitness program: aerobic fitness, muscle development, core strength, and balance and flexibility.



*PlayCore's Health and Wellness Advisory Board, L+R: Michael Suk, MD, JD, MPH, FACS; Gary Liguori, Ph.D., FACS, Thomas L. McKenzie, Ph.D., FACS*

To read this research, request a copy of *Outdoor Adult Fitness Parks, Best Practices for Promoting Community Health by Increasing Physical Activity* at [gametime.com/fitness](http://gametime.com/fitness).

## The Solutions

Utilizing research and stakeholder input, we have developed many solutions to effectively plan, implement and sustain fitness parks as a community health

solution to help turn the tide of the nationwide adult obesity epidemic and promote outdoor physical activity for families.

GameTime is no stranger to outdoor fitness. **We helped to pioneer the outdoor fitness movement in U.S. parks during the 1990s** with Parcourse® fitness stations. Those early fitness products provided a way for most adults to perform basic bodyweight exercises outdoors. In the early 2000s, GameTime redefined the modern fitness park with iTrack. iTrack could be installed in a single setting or along a walking path or trail. In 2013, GameTime introduced GTfit, a comprehensive suite of products that provides all four elements of a well-rounded workout program and looks like traditional equipment found in a gym or health club. In 2015 GameTime, launched Challenge Course, a social and competitive fitness experience that combines the appeal of the television show *American Ninja Warrior* with the skills demonstrated in an NFL Combine.





## Let's THRIVE

In some cases, fitness parks require more space than communities have available. In 2017, GameTime responded to this need with THRIVE. THRIVE outdoor fitness systems combine multiple types of fitness exercises into a single compact unit. **This makes it a great option for communities with limited space.** THRIVE also provides a stage to perform a variety of exercises for multiple fitness levels on each station. It uniquely offers a way to incorporate moveable equipment like med balls, suspension trainers and free weights into

the system, expanding its usage even further.

We worked with Yancy Culp, elite OCR athlete and ACE-certified fitness trainer to develop fitness programs for use with THRIVE.



*THRIVE 450 system in Chattanooga, Tennessee*

**The multi-user configuration and programming make THRIVE a great option for outdoor group training or boot camp-style fitness classes.**

THRIVE is the culmination of thirty years of researching, designing and creating outdoor fitness equipment. It encourages adults of all fitness levels to be more active outdoors, aligns with outdoor fitness research, incorporates programming for individual and/or group training, and combines all of these benefits into a system that can be installed in as little as 250-square feet.

To learn more about THRIVE, and all of our outdoor fitness solutions, visit [gametime.com/fitness](http://gametime.com/fitness) or contact a GameTime representative in your neighborhood at **800-235-2440**.



## Benefits of Outdoor Adult Fitness Parks

- Free to users, providing fitness options in underserved communities
- People who exercise outdoors are more likely to repeat the behavior and for longer periods than people who exercise indoors (Leisure-Net Solutions, 2015)
- Social outlet that builds community capital
- Can be enjoyed by people of all abilities and fitness levels
- Provide exposure to fresh air, nature, and sunlight, which increases levels of vitamin D
- Offer park and recreation departments opportunities for revenue generation through program agreements with certified personal trainers
- Act as a catalyst to encourage non-exercising adults to be more active
- Increase interest in related community services, such as nutrition education and health screenings
- When located within sight lines of a playground, promotes active behavior in adult family members, increases the time spent at the playground, and helps promote the importance of lifelong fitness in children
- Promote pride of place among neighborhoods where Outdoor Adult Fitness Parks™ are located
- May qualify for increased grant funding related to obesity prevention/reduction