



NEWS RELEASE

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City partners with Healthways to promote SilverSneakers and Prime Sports*Com and Patterson Park Community Center rolling out fitness programs

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MURFREESBORO, Tenn. – The Murfreesboro Parks & Recreation Department is partnering with Healthways to introduce two new programs to promote fitness and wellness in 2016. The fitness programs provide membership access to City fitness centers along with training programs. One program for adults of all ages is called Prime Level coverage. The other fitness program, specifically for seniors who qualify for some Medicare plans, is called SilverSneakers.

“Prime Level is available without age restrictions,” said City Wellness Fitness Coordinator Allison Davidson. “What that means is that those with BlueCross BlueShield health insurance coverage can register online to sign-up for a Prime Level plan.”

Under the Prime Level plan, membership to Sports*Com and Patterson Park Community Center is free. To register, simply go to the BlueCross BlueShield website at www.bcbst.com under FitnessBlue.

Another program, which is age-restrictive, is the SilverSneakers program. Silver Sneakers is a fully-funded fitness program for older adults associated with Medicare. SilverSneakers was first developed in 1992 to reach an underserved population and encourage physical activity.

“If participants think they might be eligible for SilverSneakers under some Medicare plans, they can visit the SilverSneakers website and register their name, e-mail address and date of birth (DOB) to determine eligibility,” said Davidson. “Participants can then print out a voucher and unique membership card to bring to Sports*Com and Patterson Park Community Center to show proof of eligibility and sign-up for the program.”

To register for the free membership, simply visit the SilverSneakers website located on the internet at <https://www.silversneakers.com/>. Included with the SilverSneakers program are specific fitness classes and equipment. The special fitness classes will begin at Sports*Com in 2016 and will eventually be added to Patterson Park Community Center.

Questions regarding individual eligibility should be addressed through the respective health insurance companies.

The award-winning Healthways SilverSneakers fitness program selects locations based on a number of factors that include: convenience and ease of access, location in the community, quality and variety of equipment, attentiveness and friendliness of staff, safety and cleanliness, and desire to keep older adults healthy.

In addition to fitness center access and training programs, SilverSneakers provides added-value marketing support to enhance participant experience such as direct mail, website, Facebook, flyers and more.

To watch a YouTube video about the new fitness programs, click link <https://youtu.be/dcd044rqX7s>.

For City News online, visit www.Murfreesborotn.gov.

Photo attached captions:

1. *SilverSneakers.jpg*

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