

National Fitness Campaign History

1979

The Fitness Court® was invented by NFC Founder Mitch Menaged in San Francisco, with the simple goal of encouraging healthy lifestyles. With the support of Wells Fargo Bank, the Campaign was launched at Stanford University and in San Francisco. It then spread throughout California and the western United States.



The First Fitness Court®



San Francisco



Stanford University



Wells Fargo Bank

1990

Between 1980 and 1990, National Fitness Campaign grew to over 4,000 communities. Partnerships were formed with more than 100 corporate sponsors and the program raised over \$100 million in the US, Canada and Australia. This was the largest ever public-private partnership in support of physical fitness.

2012

Alarmed by obesity rates of 40% amongst American adults, Menaged returned and assembled a world-class team to reinvent NFC for the 21st century, using San Francisco as a laboratory to build the world's best outdoor gym. The Fitness Court® was reborn and integrated with a digital ecosystem to support healthy living.



Design Team



Innovative Re-design



The New Fitness Court®



Digital Ecosystem

2018

The Campaign launched in over 100 cities, and once again at Stanford University. NFC began to form partnerships with sponsors, cities and colleges, building its 21st century network.

2021

By 2021, the Campaign will be operating in over 1,000 cities and colleges.

2029

In 2029, NFC will celebrate its 50th anniversary. Fitness Courts® will be accessible everywhere just like tennis courts. NFC looks forward to challenging millions of people worldwide to meet on the largest free outdoor gym network to celebrate!

