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FOR IMMEDIATE RELEASE

Municipal Recreation and Aquatics Centers Partner With HealthFitness to Vitalize the Communities They Serve

Yukon-Kuskokwim Fitness Center, Bethel, Alaska; and Cornerstone Aquatics Center, West Hartford, Conn.; engage and energize community residents with recreation and aquatics programming.

MINNEAPOLIS November 28, 2017 HealthFitness is pleased to announce partnerships with two new municipal recreation and aquatics centers, [Yukon-Kuskokwim Fitness Center](#), Bethel, Alaska; and [Cornerstone Aquatics Center](#), West Hartford, Conn.; to provide fitness, recreational and aquatics programming, professional staffing and management services.

"We are excited to deliver fitness, recreation and aquatics solutions to the communities of Bethel, Alaska, and West Hartford, Conn., to guide community residents toward the right health and well-being choices and support them as they swim, exercise, play and learn," says HealthFitness Senior Director, Program Management & Engagement James Aranowski.

"Delivering recreation and aquatics programming to community centers is a natural fit for HealthFitness," says Aranowski. "We manage 16 aquatic facilities nationwide and our staff of 300 aquatics professionals teach hundreds of exercise and instructional classes each week."

The Yukon-Kuskokwim Fitness Center, Bethel, Alaska

The Yukon-Kuskokwim Fitness Center, a municipal center owned by the city of Bethel, provides the area's first swimming pool and a variety of programming to meet the needs of this diverse community, ranging from professional workers who live in Bethel to the Native American population who reside in the region's 52 villages.

On the Yukon-Kuskokwim Delta, a river delta located where the Yukon and Kuskokwim rivers empty into the Bering Sea on the west coast of Alaska, drowning rates were five times higher than for Alaska as a whole from 1990 to 2006.

Accordingly, the Yukon-Kuskokwim Fitness Center, the only fitness and recreation center in Bethel and the surrounding area, places a special emphasis on water safety education and outreach. Its swimming pool and aquatics program provides a key resource for teaching community residents to swim and overcome their fear of the water. Swimming lessons—from youth to adult—are currently full.

“HealthFitness delivers everything from hiring and training staff and swimming instructors, managing the facility and providing engaging programming so we can reach our diverse population,” says Yukon-Kuskokwim Fitness Center Facility Director Stacey Reardon. “The HealthFitness leadership has helped us develop the fitness center into a community center helping to improve the lives of the people we serve in our community.”

The fitness area includes a cardio and weight room, aerobics studio, cycling bikes, men’s and women’s locker rooms, concession stand and pro shop. Group fitness programs include boot camp, family boot camp, boxing, JUDO, cycling, yoga and Zumba.

The aquatics area includes a six-lane competition-sized swimming pool (25 yards), two-story water slide, a shallow pool with zero point wheelchair accessibility, jetted hot tub, and men’s, women’s and family locker rooms. Aquatics programming includes youth, teen and adult swim lessons, aqua Zumba, water aerobics and water polo. The Fitness Center also hosts the Bethel Regional High School swim team.

Reardon says HealthFitness supports her as she partners with community leaders to offer programming to reach all residents. “We partner with the local hospital to promote healthy events and the local radio station to produce Public Service Announcements that promote our activities,” she says. “In Bethel radio is the most effective way to get our message to the community.”

The Yukon-Kuskokwim Fitness Center has recently expanded its hours and is open Monday-Friday from 5:30 a.m. to 9 p.m.; Saturday and Sunday 10 a.m. to 9 p.m.

Cornerstone Aquatics Center, West Hartford, Conn.

HealthFitness works closely with the Cornerstone Aquatics Center to tailor the right fitness, recreation and aquatics programs to meet the needs of the community.

“HealthFitness provides expert knowledge, proven programs and professional management services that will push our recreation and aquatics program to a new level,” says General Manager Michael Kerrigan.

Cornerstone Aquatics Center features two different pools at two temperatures to meet the needs of the community—including local high school swimming and diving teams. It also provides a fitness studio and a multi-use room for fitness classes, but Aquatics Manager Nicholas Daddabbo says it's the aquatics program that allows the Center to provide a valuable service to the community and sets it apart from its local competitors.

"We are an attractive option for families because very few recreation centers in the area have a swimming pool" says Daddabbo. "Our membership is diverse—from kids to young adults to seniors. As a result, we gear our aquatics programming to meet their needs, including swimming lessons, water fitness classes, lap swimming, open swim and water walking."

The Cornerstone Aquatics Center is open Monday-Friday from 6 a.m. to 9 p.m.; Saturday from 7:30 a.m. to 8 p.m.; and Sunday 1 p.m. to 8 p.m.

About HealthFitness

HealthFitness, a Trustmark company, is an award-winning, URAC- and NCQA-accredited provider of health management, fitness and recreation, and condition management solutions. With more than 40 years of experience, HealthFitness is a proven leader and partner for infusing a culture of health. We maximize client results through personalized interaction and a science-based approach to on-site program management, engagement and prevention. Parent company Trustmark provides a full spectrum of employee benefits to improve well-being through better health and greater financial security. For more information on HealthFitness, visit <http://healthfitness.com/>

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