



**August 30, 2016**

## **MEDIA ADVISORY**

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### **Mayor Joe Hogsett, Indianapolis Colts to unveil new Fitness Park at Riverside Park on Tuesday**

INDIANAPOLIS – On Tuesday, September 6, Mayor Joe Hogsett, the Indianapolis Colts, Indianapolis Parks Foundation and Indy Parks will celebrate the opening of a new fitness park in Riverside Park on the city's northwest side. The park will include a PLAY 60 Challenge Course, 40-yard dash and exercise equipment. With more than 5,000 square feet of play space, the project will provide a safe and fun place for families and children to exercise and spend time outdoors together.

The project is being funded by the Indianapolis Colts Foundation through the team's 50/50 Gameday Raffle, and the NFL Foundation to support the health and wellness of the communities served by Riverside Park and the surrounding areas. This is the first fitness park of its kind to be built in the Midwest and is part of the Colts ongoing commitment to encourage Hoosiers of all ages to be active at least 60 minutes each day through the NFL's PLAY 60 Campaign. Colts players, Colts Cheerleaders, and mascot Blue will participate in fitness activities alongside local students.

Tuesday's event will include an unveiling of the project as well as a ribbon cutting ceremony. For more information, visit [www.colts.com/fitpark](http://www.colts.com/fitpark).

**WHO: Indianapolis Mayor Joe Hogsett**

**Lori Hazlett** President, Indianapolis Parks Foundation

**Linda Broadfoot** Director, Indy Parks

**Kalen Jackson** Co-Chair/Owner, Indianapolis Colts

**Tony Johnson** Park Manager, Riverside Park

**WHAT:** Unveiling and Ribbon Cutting Ceremony

**WHEN:** **Tuesday, September 6**  
10 a.m.

**WHERE:** Riverside Park, 2420 East Riverside Drive, Indianapolis, Ind.

### **About the Indianapolis Colts Foundation 50/50 Gameday Raffle**

The Colts 50/50 Gameday Raffle program launched in 2014 at Colts home games. Fifty percent of the net proceeds from the day's ticket sales go to one lucky fan and the remainder supports the work of the Indianapolis Colts Foundation in the community. Proceeds from the raffle support efforts around breast cancer research, youth football, hunger relief, education and literacy, as well as other community initiatives. For more information about the Indianapolis Colts Foundation's 50/50 Raffle program, please visit [www.colts.com/5050Raffle](http://www.colts.com/5050Raffle). Indiana Gaming License Number 140945

### **About the Indianapolis Parks Foundation**

The Indianapolis Parks Foundation seeks financial support from community partners such as service organizations, corporations and individuals to purchase land, develop new parks, maintain existing parks, upgrade park facilities and provide support to programs benefitting children, families and seniors throughout Indianapolis. To learn more, visit [www.indyparksfoundation.org](http://www.indyparksfoundation.org) or call (317) 860-3253.

### **About Indy Parks & Recreation**

The mission of Indy Parks & Recreation is to create fun, safe, engaging and sustainable parks that enhance the quality of life for individuals, neighborhoods and communities. Indy Parks will be a national model of excellence and destination for facilities and programs, protecting parks, greenways and open spaces and championing environmental initiatives. For more information, visit [www.indy.gov/parks](http://www.indy.gov/parks) or call (317) 327-PARK.

### **About NFL PLAY 60**

NFL PLAY 60 brings together the NFL's long-standing commitment to health and wellness with partner organizations. PLAY 60 also is implemented locally, as part of the NFL's in-school, after-school and team-based programs. Since the program was launched in 2007, the NFL has committed more than \$325 million to youth health and fitness through programming, grants, and media time for public service announcements. The NFL and its teams have built more than 200 NFL Youth Fitness Zones and integrated programs into more than 73,000 schools nationwide since the campaign launched. All 32 clubs activate PLAY 60 locally, with more than 2,000 NFL PLAY 60 events held annually. For more information, visit [NFLRUSH.com](http://NFLRUSH.com).

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