



PRESS RELEASE – FOR IMMEDIATE RELEASE

The Village of Willowbrook proudly announces the Grand Opening ceremonies of the renovated Midway Park – May 23, 2024

Willowbrook, IL, – May 15, 2024 — Please join us Thursday, May 23, 2024, at 5:30 p.m., for the ribbon cutting ceremonies for the newly renovated Midway Park in Willowbrook. Midway Park, located at 209 Midway Drive, in the southwest section of the Village, in the neighborhood bordered by 75th Street, Route 83/Kingery Highway, I55/Stevenson Expressway, and Clarendon Hills Road. The evening activities will include local community leaders and business speakers, and an opportunity to try the new amenities.

This previously open, grassy-field park is just over 2 acres, across Midway Drive from Borse Memorial Community Park. The redevelopment of the park began just over a year ago, with concept design plans and community open houses to seek input from residents. Since the beginning, the focus of the project has been on protecting and preserving the natural environment, sustainability, and the community's physical wellbeing.

With those goals in mind, the Midway Park renovation project includes:

- Walking path
- Wiffleball field
- Permeable paver parking lot (43 regular spaces and 2 ADA spaces)
- State-of-the-art outdoor Fitness Court[®]
- Restroom facility
- Multi-sport court area
- Arborvitaes and native tree planting

A butterfly garden and additional landscape beautification will enhance the southern end of the park. A paved walking path will surround the entire park, and almost 100 new, native trees will provide shade, and shelter for wildlife. The new parking lot, with permeable pavers, reduces runoff volume by trapping and slowly releasing precipitation into the ground instead of allowing it to flow into storm drains. Solar LED lighting will be used throughout Midway Park.

To encourage active, healthy, outdoor activities, Midway Park will feature a regulation wiffleball field, a multi-sport court area, and the Fitness Court[®], a free, 7-movement bodyweight circuit training system designed for adults aged 14 and up of all abilities and fitness levels.

Blue Cross and Blue Shield of Illinois, Willowbrook, and National Fitness Campaign Make Fitness Free for Everyone in Willowbrook

A special feature of the renovation includes the state-of-the-art outdoor Fitness Court[®]. This Fitness Court[®] was developed by Blue Cross and Blue Shield of Illinois, the Village of Willowbrook, and National Fitness Campaign to expand free access to high quality workouts and create equitable access to exercise for communities around the state. The Fitness Court[®] is the world's best outdoor gym that lets people use their own body weight to get a complete workout using seven exercise stations.

Created with people aged 14 and over and with all abilities in mind, the workouts are adaptable for all fitness levels, allowing participants to move at their own pace. Users also may download the free [Fitness Court App](#) which acts as a coach-in-your-pocket and enhances the outdoor gym into a digitally supported wellness experience.



“Regular exercise is essential to maintaining personal health and reducing health care costs,” said Katie Cangemi, senior program officer of community investment, Blue Cross and Blue Shield of Illinois. “Blue Cross is committed to promoting better health in our communities, and this Fitness Court makes it easy for anyone at any fitness level to get a good outdoor workout, connect with neighbors, and stay healthy.”

“National Fitness Campaign is proud to welcome the Village of Willowbrook to the campaign as a leader in Illinois, championing health and wellness for their residents,” said Mitch Menaged, founder of National Fitness Campaign. “The addition of the Fitness Court®, along with digital wellness programming, demonstrates a tremendous commitment to the health and wellbeing within the community.”

For more information on Blue Cross and Blue Shield of Illinois’ support of National Fitness Campaign, please visit nationalfitnesscampaign.com/illinois.

###

About Blue Cross and Blue Shield of Illinois

[Blue Cross and Blue Shield of Illinois](#) is the largest health insurer in Illinois, serving 9 million members and operating in all 102 Illinois counties. BCBSIL is a division of Health Care Service Corporation, a Mutual Legal Reserve Company and an Independent Licensee of the Blue Cross and Blue Shield Association. Learn more at bcbsil.com and follow us on [Facebook](#), [LinkedIn](#) and [X](#).

About National Fitness Campaign

Founded in San Francisco in 1979, [National Fitness Campaign](#) is a wellness consulting firm that provides programs and services to cities, schools, and sponsors. Our mission is to build healthy communities nationwide. The campaign delivers an integrated wellness initiative, centered around the Fitness Court® – the world's best outdoor gym. National Fitness Campaign welcomed its 500th healthy community in 2023, as it continues to grow the country’s largest public-private partnership in support of wellness with the goal of building a Fitness Court® within a 10-minute bike ride of every American. Follow along with National Fitness Campaign at nationalfitnesscampaign.com or on [Instagram](#), [Facebook](#) and [LinkedIn](#).

###

WILLOWBROOK MEDIA
CONTACT:
Dustin Kleefisch
Director of Parks & Recreation
dkleefisch@willowbrook.il.us
630-920-2429

NFC MEDIA
CONTACT:
Lindsay Valenti
lindsay@nfchq.com
518-596-3944

BLUE CROSS MEDIA
CONTACT:
Dave Van de Walle
David.Van.de.Walle@bcbsil.com
312-653-9673