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## **New Outdoor Fitness Court Opens at Bill Schupp Park** *Sweet 60 Showdown success as mayor celebrates his 60<sup>th</sup> birthday*

The City of McAllen, Blue Cross and Blue Shield of Texas (BCBSTX), and the National Fitness Campaign (NFC) held a launch event for a new outdoor Fitness Court featuring digital programming. A ribbon cutting ceremony and high energy celebration was held at Bill Schupp Park on Wednesday, May 6, 2026.

As part of the launch, Mayor Javier Villalobos kicked off *a Sweet 60 Showdown* by completing 60 pushups on site, challenging residents to engage in wellness activities. Residents gathered alongside McAllen ISD cheerleaders from various schools, cadets from the McAllen Police Department and city employees as the mayor challenged everyone to get McAllen moving. “At the start of this year, as I prepared to turn 60, I committed to doing something meaningful to inspire our community to move and prioritize their physical and emotional health. This is about leading by example and showing that McAllen is not defined by outside perceptions, but by people committed to living stronger, healthier lives,” Mayor Javier Villalobos.

Designed as a world class outdoor gym, the Fitness Court allows users to leverage their own body weight for a complete workout using seven exercise stations. Created for resident of all abilities ages 14 and older, the workouts are adaptable, allowing participants to move at their own pace. Residents can also download the free Fitness Court App, which serves as a coach in your pocket and transforms the outdoor gym into a digitally supported wellness experience.

The City of McAllen is one of more than 50 campaign partners building a statewide network of Fitness Courts with support from BCBSTX. Bill Schupp is the 53<sup>rd</sup> park to open and amenities are free to use 24/7.

“This is another meaningful investment in our families and in the overall quality of life we’re building here in McAllen,” said City Manager Isaac J. Tawil. “Bill Schupp Park has long been a staple in our community, and it only made sense to elevate it with amenities that reflect the kind of active, connected, and vibrant lifestyle our residents deserve. This is what winning looks like for our city, accessible, high-quality spaces that support healthier lives for everyone.”

**-MORE-**

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“Physical activity is one of the simplest and most powerful ways to improve overall health,” said Dr. Mark Chassay, chief medical officer at Blue Cross and Blue Shield of Texas. “By investing in Fitness Courts across Texas, we’re creating more opportunities for people to move, connect, and build healthier, more equitable communities for the future.”

“We are excited to have the City of McAllen join us in the journey to improve health and wellness as we work to make a powerful and long-lasting impact on health outcomes and happiness by building healthy communities across America,” said Mitch Menaged, founder of National Fitness Campaign.

For more information on Blue Cross and Blue Shield of Texas support of NFC, please visit <https://www.nationalfitnesscampaign.com/texas>

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### **About Blue Cross and Blue Shield of Texas**

Celebrating 95 years of helping improve the health of Texans, [Blue Cross and Blue Shield of Texas](#) — the only statewide, customer-owned health insurer in Texas — is the largest provider of health benefits in the state, working with more than 168,000 physicians and health care practitioners, and 550 hospitals to serve eight million members in all 254 counties. BCBSTX is a Division of Health Care Service Corporation (which operates Blue Cross and Blue Shield plans in Texas, Illinois, Montana, Oklahoma, and New Mexico). Health Care Service Corporation is a Mutual Legal Reserve Company and an Independent Licensee of the Blue Cross and Blue Shield Association.

### **About National Fitness Campaign**

Founded in San Francisco in 1979, [National Fitness Campaign](#) (NFC) 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 is preparing to welcome its 750<sup>th</sup> healthy community in 2026, 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. Learn more about National Fitness Campaign at [national-fitnesscampaign.com](https://national-fitnesscampaign.com) and follow along on [Instagram](#), [Facebook](#) and [LinkedIn](#).

### **About the City of McAllen**

Founded in 1904 and incorporated in 1911, the City of McAllen has grown from a small agricultural community into one of the most vibrant and fastest-growing cities along the U.S.–Mexico border. Known as the “City of Palms,” McAllen serves as a hub for international trade, retail, tourism, and culture in the Rio Grande Valley.

Today, the City employs more than 2,600 dedicated public servants across 41 departments, delivering essential services to a community of more than 150,000 residents. City leaders remain committed to transparent governance, fiscal responsibility, and enhancing quality of life through innovation, infrastructure, and community engagement.

For more information, visit [www.mcallen.net](http://www.mcallen.net).