



MEDIA CONTACT:

Rachel Lake

Direct: 617-603-7738

Email: rlake@rosekennedygreenway.org

Greenway Supports Healthy Living with Over 100 Free Fitness Classes in 2018

Greenway Fitness Returns, Presented by Blue Cross Blue Shield of Massachusetts

JUNE 19, 2018 - BOSTON, MA – The Rose Kennedy Greenway Conservancy today announces the lineup of classes for the 2018 Fitness Season, presented by Blue Cross Blue Shield of Massachusetts, with additional support from Yasso Frozen Greek Yogurt.

The Greenway Fitness Program annually offers FREE fitness classes throughout the park on varying days and times. From pilates to boot camps, yoga to tango, over 100+ free classes are expected in 2018 covering a range of workouts and abilities.

“Parks play an important role in the health and well-being of the community,” said Jesse Brackenbury, Executive Director of the Greenway Conservancy. “The Greenway’s Fitness program offers something for everyone throughout our unique, downtown park system. We’re thrilled that Blue Cross Blue Shield of Massachusetts will, once again, join as our Presenting Sponsor, and we welcome Yasso Frozen Greek Yogurt’s support of this vibrant program as another local company committed to bettering Boston’s health and wellness.”

This year’s lineup includes the following series on The Greenway:

Mondays

- **Zumba by the Wang YMCA**, 5:30p-6:30p, July 2-August 27, Chinatown Park
- **Tabata by Healthworks**, 5:30p-6:15p, July 2-August 27, at High Street
- **MSL Pilates Bootcamp**, 6:30p-7:30p, 6/18, 7/16, 8/13, 9/10, at Hanover Street

Tuesdays

- **90s Yoga Flow by Boston Health & Wellness**, 5:00p-6:00p, July 10-August 28, at Oliver Street
- **Social Boston Sports Cornhole League**, 6:00p-8:00p, Session 1: Begins 5/15 , Session 2: Begins 7/10, at Milk Street

Wednesdays

- **Summer Workout Series by InnerCity Weightlifting**, 5:30p-6:30p, August 15-September 5, at High Street
- **HITT by Next Level Fitness and Wellness**, 6:45p-7:45p, June 13-August 22, at Hanover Street

Thursdays

- **Social Boston Sports Cornhole League**, 6:00p-8:00p, Session 1: Begins 5/17 , Session 2: Begins 7/12, at Milk Street



MEDIA CONTACT:

Rachel Lake

Direct: 617-603-7738

Email: rlake@rosekennedygreenway.org

Saturdays

- **Tabata by Healthworks**, 10:00a-10:45a, July 7-August 25, at High Street
- **Saturday Morning Zumba by Boston Harbor Now**, 10:30a-11:00a, June 30-September 1, at the Boston Harbor Islands Pavilion, near the [Greenway Carousel](#)
- **Tango in the Park by Ultimate Tango**, 6:30-9:30p, July 7-August 25, at High Street

Additional workouts are also planned, including **Yoga Around Town** (7:00p-8:00p, June 21 and August 16, at Milk Street), Summer in the City by **North End Yoga** (10:30a-12:30p, June 23, at Hanover Street), **Pilates with Purpose** (6:30p-7:30p, July 12 and August 9, at High Street), **Social Boston Sports Sweat Crawl** (12p-4p, August 12, at India Street), and **Awaken: A Morning Yoga Practice Presented by Down Under School of Yoga** (10:00a-11:30a, August 4, Dewey Square Park).

Classes are subject to cancellation or rescheduling due to weather or scheduling needs. For up-to-date information on the status of a class, please refer to The Greenway's [online calendar](#).

The Conservancy's third year of partnership with Blue Cross Blue Shield of Massachusetts on Greenway Fitness will help thousands of downtown residents, workers, and visitors enjoy a workout in a beautiful public space.

"We're delighted to support the Greenway Fitness Program," said Jeff Bellows, Vice President of Corporate Citizenship for Blue Cross Blue Shield of Massachusetts. "Free fitness classes in the heart of Boston offer a chance for the regular physical activity and exercise that are critical to a healthy lifestyle."

This year, Yasso Frozen Greek Yogurt has also offered support as part of the launch of their [Game On! Foundation](#). In addition to a sampling presence at select Fitness Classes, Yasso will also be on The Greenway running an inaugural [Game Day](#) on June 22 (11a-4p, Rowes Wharf Plaza) plus popping up with free samples on Dewey Square Plaza throughout the summer.

Greenway fitness classes are among the 400 free events held each year in the park. Complementing these healthy workouts is fresh, local food at the [Boston Public Market at Dewey Square Park](#); the acclaimed [Mobile Eats food truck program](#); a free Wi-Fi network; 7 water features; and a series of [play-based programs](#) for families.

About Blue Cross Blue Shield of Massachusetts

[Blue Cross Blue Shield of Massachusetts](#) is a community-focused, tax-paying, not-for-profit health plan headquartered in Boston. We are the trusted health plan for more than 30,000 Massachusetts employers and are committed to working with others in a spirit of shared responsibility to make quality health care affordable. Consistent with our corporate promise to always put our 2.8 million members first, we are rated among the nation's best health plans for member satisfaction and quality. Connect on Facebook, Twitter, YouTube and LinkedIn.



Rose Kennedy Greenway.org

MEDIA CONTACT:

Rachel Lake

Direct: 617-603-7738

Email: rlake@rosekennedygreenway.org

About Yasso Frozen Yogurt

Since hitting store shelves in 2011 as the first to market frozen Greek yogurt, Yasso quickly became one of the fastest-growing dessert brands in the world, disrupting the brand ranks of deeply entrenched competitors and attracting a loyal following of brand enthusiasts. Yasso currently offers 16 flavors of stick bars and 8 brand new pints, all of which can be found at major grocery and club stores nationwide. To find your local retailers and to learn more about Yasso, please visit www.yasso.com and follow [@yasso](https://twitter.com/yasso).

About The Greenway

The Greenway is the contemporary public park in the heart of Boston. The [Rose Kennedy Greenway Conservancy](http://www.rosekennedygreenway.org) is the non-profit responsible for the management and care of the The Greenway. The Greenway welcomes 1.4 million trackable visitors annually, plus millions more who casually enjoy the fountains, gardens, and art. The Conservancy has won numerous awards for its organic landscape care, public art, and programming.

##