



OFFICE OF THE MAYOR
CITY OF CAMDEN
NEW JERSEY

FOR IMMEDIATE RELEASE
July 11, 2016

CONTACTS:

Vincent Basara, City of Camden
856-757-7200

Liz Thomas, Thomas/Boyd Communications
609-923-9946 (cell)

**HORIZON HEALTHY CAMDEN SERIES KICK-OFF AND UNVEILING OF NEW
HEALTHY POP-UP AT ROOSEVELT PLAZA PARK**

CAMDEN, NJ – Today, Mayor Dana L. Redd announced the Horizon Healthy Camden Series, in front of Camden City Hall. Funded by The Horizon Foundation for New Jersey and supported by Cooper’s Ferry Partnership, the Horizon Healthy Camden Series brings fitness classes, health and wellness education, lunchtime concerts, outdoor movies and family fun nights to Roosevelt Plaza Park. The series, in conjunction with the City’s Connect the Lots and Get Healthy Camden initiatives, is designed to create a healthier Camden by providing families with opportunities for safe, outdoor, active living.

“I commend The Horizon Foundation and all of the partners involved in helping to kick-off the Healthy Camden Series. We recognize that in order to improve quality of life, we must also take a holistic approach to a healthy lifestyle. They simply go hand in hand,” said Mayor Redd. “The City and its partners are committed to transforming Camden’s parks into desirable spaces that provide our residents with the amenities they deserve.”

“The Horizon Foundation is proud to join the City of Camden and Coopers Ferry Partnership in making to make Roosevelt Plaza Park an outdoor hub for physical fitness activities, health and wellness education and entertainment for the entire family,” said Jonathan R. Pearson, Executive Director of The Horizon Foundation for New Jersey. “We support the Horizon Healthy Camden Series at Roosevelt Plaza Park as a unique destination where Camden residents can enhance and recharge their mind, body and spirit.”

The Horizon Foundation has also funded this year’s interactive pop-up installation at Roosevelt Plaza Park. With the pop-up entering its third year, the 2016 pop-up puts a ‘spin’ on healthy living. Park visitors can power the treadle pumps which in turn activate water jets and turn the recycled bike wheels.

This summer the Horizon Healthy Camden series will provide families with fun and engaging opportunities to get healthy together at Roosevelt Plaza Park. The series will offer a wide schedule of events every week. On Tuesdays the series will offer lunchtime concerts, on Wednesdays the series will offer a boot camp exercise class and on Fridays the series will offer outdoor movies and family fun nights.

The Horizon Healthy Camden series is an essential part of both the City of Camden’s Connect the Lots initiative, supported by the Kresge Foundation, and the Get Healthy Camden initiative, supported by the Robert Wood Johnson Foundation. These initiatives aim to address health issues and bring vibrant community life back into the city. Cooper’s Ferry Partnership manages both initiatives in partnership with the City of Camden.

The new healthy pop-up that was unveiled today was also funded by The Horizon Foundation for New Jersey. Putting a ‘spin’ on healthy living, the installation allows users to power treadle pumps to activate water jets and turn fountain wheels. The pop-up was designed to uphold the environmental spirit that the park was built on, so the fountain wheels consist of recycled bicycle wheels. The pop-up also inspires healthy living because it is surrounded by an edible herb garden, containing lavender, mint, and lemon balm. The pop-up encourages both sustainable practices and healthy living, making it the perfect new edition.

About The Horizon Foundation for New Jersey

The Horizon Foundation for New Jersey is committed to working alongside those who can help us improve our neighbors’ health, inform their health decisions and inspire them to lead healthier, more fulfilling lives. The Foundation’s funding pillars are Caring, Connecting and Creating. Horizon Blue Cross Blue Shield of New Jersey is the sole member of The Horizon Foundation for New Jersey, both of which are independent licensees of the Blue Cross and Blue Shield Association.

About Cooper’s Ferry Partnership

Cooper’s Ferry Partnership (CFP) was founded in 1984 as a private, non-profit corporation focusing on community and economic development in the City of Camden, New Jersey. Its mission is to develop and implement innovative public/private partnerships to effect sustainable economic revitalization and promote Camden as a place in which to live, work, visit and invest. CFP develops visionary long-range plans for the redevelopment and revitalization of Camden’s waterfronts and neighborhoods and works with private sector, government and community partners to make these plans a reality. For more information on Cooper’s Ferry Partnership, visit www.coopersferry.com, follow on Twitter @coopersferry and on Facebook at Cooper’s Ferry Partnership.

