

FRESH AIR: MIDTOWN PARKS 2024 RECAP REPORT



Midtown Parks is a 501(c)(3) nonprofit organization whose mission is to increase health and community engagement by investing in Midtown parks.

OBJECTIVE

Fresh Air: Midtown Parks 2024 aims to enhance community health and wellness by offering a diverse range of free, engaging activities at our Midtown's parks. Through weekly fitness classes the initiative encourages residents of all ages and fitness levels to adopt active and mindful lifestyles. By fostering connections among community members and promoting the use of local green spaces, Fresh Air: Midtown Parks seeks to create a vibrant atmosphere that supports physical and mental well-being throughout the spring and summer months.

OVERVIEW

For the 2024 season of Fresh Air: Midtown Parks, we partnered with community organizations and individuals to offer a variety of free health and wellness activities, running five days a week from May through September. The lineup included Strength & Mobility Training, Zumba, Yoga, and Kickball. We also featured our most comprehensive schedule to date, activating five parks and offering a fitness class every weekday, contributing to this season's highest attendance, with over 3,600 participants.

Our promotion strategy—encompassing social media, newsletters, our website, earned media, and mailers—was instrumental in driving attendance and generating substantial social media buzz, resulting in 66,000 social media impressions. This success highlights our commitment to fostering community wellness through accessible outdoor activities.

PHOTOS



IMPACTFUL METRICS

112

Number of
Classes

3,627

Total
Attendees

5

Parks
Activated

42

Social Media
Posts

66K

Social Media
Impressions

2.7K

Social Media
Engagements

7.6K

Website
Views

19K

Newsletter
Opens

INCREASING HEALTH AND COMMUNITY ENGAGEMENT BY INVESTING IN MIDTOWN PARKS.

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WEBSITE

Click the the photo to view our blog about Fresh Air: Midtown Parks.



NEWSLETTERS

Click the thumbnails to view newsletters.



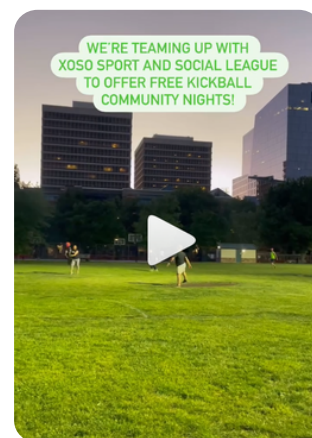
MEDIA MENTION

Click the the photo to learn more about this media segment.



SOCIAL MEDIA

Click the thumbnails to view Instagram posts about Fresh Air: Midtown Parks.



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