NEWS FROM THE TOWN OF PENFIELD

R. Anthony LaFountain, Supervisor
3100 Atlantic Avenue
Penfield, New York 14526-9798
Phone: 585.340.8630

FOR IMMEDIATE RELEASE

Town installs QR F.I.T. Trail system at Rothfuss Park
~ Free outdoor smartphone/QR code workout ~

PENFIELD, N.Y., JULY 24, 2015 – The Town of Penfield Recreation Department and its wellness partner, Wegmans, have installed a QR F.I.T. Trail system along the paved trail in Rothfuss Park on Five Mile Line Road.

The QR F.I.T. Trail is a series of signposts featuring QR codes that link to workout instructions and more than 150 instructional videos for core, upper and lower body, and flexibility workouts. The system works directly with users’ smartphones and QR code reader. Users scan a QR for a workout, choose their intensity level, view a video, and then perform the exercise. Exercise videos change monthly, so frequent visitors won’t get bored with the same routine. User data is not collected.

Penfield is the first town in the area to install this innovative outdoor fitness system. The QR F.I.T. Trail system follows the Town of Penfield’s successful trails “Passport to Wellness” partnership with Wegmans that originated in Penfield and has since been replicated in many states.
Rothfuss Park is a 70-acre multi-use park on the former Rothfuss farmland along the border of the Nature Conservancy’s Thousand Acre Swamp. It is home to four full-size rectangular athletic fields, picnic pavilions, a memorial flag garden from VFW Post 820, a playground, and seasonal public restrooms.

“Residents can now add a guided workout to their visits to Rothfuss Park,” said Supervisor Tony LaFountain. “Thanks to the great partnership between the town, our Recreation Department, and Wegmans, we continue to grow as a Wellness Community. This QR F.I.T. Trail is a simple, effective way to boost your personal fitness regimen.”

The QR codes direct users links and files located on the QR F.I.T. Trail server. As a general note, smartphone users should be aware of where QR code data originates. When QR codes are scanned the destination link is displayed. If the link is unfamiliar or seems suspicious users should not click on the link. Learn more about QR F.I.T. Trail at www.qrfittrail.com.

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**Contacts**

R. Anthony (Tony) LaFountain, Penfield Town Supervisor  585.340.8631

Phyllis Ely, Communications  585.340.8647