

FOR IMMEDIATE RELEASE

## Bayfield Recreation Center to Offer 24-Hour Fitness Services

Bayfield, Wi, September 21, 2023 — The Bayfield Recreation Center, a beloved community hub since 1986, is thrilled to announce a groundbreaking change to its services. Beginning on Monday, October 9, 2023, the Bayfield Recreation Center will launch its 24-hour fitness program, granting adult members unprecedented access to its fitness facilities and locker rooms around the clock.

The Bayfield Recreation Center, nestled in the heart of Bayfield, has long been a cherished destination for those seeking health and wellness. Now, in response to the evolving needs of its diverse membership, the Center is proud to extend its operational hours and make fitness accessible at any time, day or night. While the pool hours will remain consistent, this expansion will offer continuous access to fitness center and locker rooms.

This initiative has been made possible, in part, through the generous support of the Bayfield County Health Infrastructure Grant, which has enabled security upgrades to the facility. These enhancements, combined with the dedicated efforts of Recreation and Fitness Resources (RFR), the organization behind the Bayfield Recreation Center, have transformed the Center into a beacon of health and fitness for our community.

One remarkable milestone to note is the significant growth in membership over the past two years. In September, the Bayfield Recreation Center proudly welcomed over 1,000 active members for the first time in its storied history, tripling its membership from just two years ago. This remarkable surge in membership is a testament to the Center's commitment to providing top-notch aquatic facilities and services that cater to the unique needs of its community.

Jacob Kaiser, Executive Director of the Bayfield Recreation Center, welcomed this momentous occasion, stating, "This marks an exhilarating moment for the Rec Center as we respond to the needs of our members who have expressed a desire for extended workout hours. Recognizing that our community's schedules vary widely and don't always adhere to the traditional 9-5, we're thrilled to offer greater flexibility in pursuing fitness goals."

This transformation represents a significant leap forward for the Bayfield Recreation Center, affirming its dedication to enhancing the health and well-being of the community it serves. With 24-hour fitness services, members can now tailor their workouts to fit their schedules, ensuring that health and wellness remains a cornerstone of the Bayfield community.

For more information about the Bayfield Recreation Center and its 24-hour fitness services, please visit [www.bayfieldrec.org](http://www.bayfieldrec.org) or contact [info@bayfieldrec.org](mailto:info@bayfieldrec.org)