



# PRESS RELEASE

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## For Immediate Release

**Date:** September 23, 2025  
**Contact:** Mayor's Office  
**Phone:** 262-797-2441

## NEW BERLIN RECREATION PARTNERS WITH AMERICAN SPECIALTY HEALTH TO OFFER SILVER&FIT® MEMBERSHIPS



New Berlin, WI- The City of New Berlin is excited to announce that the New Berlin Activity and Recreation Center and Community Center at Hickory Grove is now partnering with American Specialty Health (ASH) to provide complimentary memberships through the nationally recognized Silver&Fit® Healthy Aging and Exercise program.

This collaboration expands the Center's commitment to providing seniors with more opportunities to stay active, improve fitness, and build social connections within the community.

"We are proud to welcome the Silver&Fit program to our Recreation Center. By offering this benefit, we're giving older adults the resources and encouragement they need to stay healthy, independent, and engaged. With the exciting opening of our new Community Center at Hickory Grove, now is the perfect time for seniors to join and take advantage of these opportunities," said Katie Roth, Manager of the New Berlin Recreation and Activity Center.

### About Silver&Fit®

Silver&Fit is a program designed for older adults, typically offered as part of Medicare Advantage and Supplement plans. Members receive access to participating fitness centers and digital resources, making it easier to engage in exercise routines tailored for healthy aging.

### With the Recreation Department, Silver&Fit members will enjoy:

- Unlimited use of the walking/running track (7 laps = 1 mile) at the ARC
- Access to 12 pieces of cardio and strength equipment at the ARC
- Open Gym Time for pickleball, basketball, and volleyball at the ARC
- Complimentary Senior Fitness classes at the ARC and Hickory Grove



### About the New Berlin Activity and Recreation Center:

Located at 15321 W. National Avenue, the Recreation Center is a hub for health, wellness, and community engagement. With programs for all ages, special events, and fitness opportunities, it continues to serve as a cornerstone for active living in New Berlin.

The brand new **Community Center at Hickory Grove** further expands these offerings by housing the New Berlin Senior Citizens Club, the New Berlin Food Pantry, and a variety of recreation classes, making it an essential gathering place for residents of all ages.

The City of New Berlin has invested deeply in the community's health, wellness, and recreation and continues to be a regional leader in southeastern Wisconsin, ensuring residents have access to high-quality facilities and programs that enrich daily life.

To learn more about the Center's offerings, call 262-797-2443 or email [recreation@newberlin.org](mailto:recreation@newberlin.org).

For more information on Silver&Fit® eligibility and enrollment, visit:  
[www.silverandfit.com](http://www.silverandfit.com)

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cc: Aldermen, media