

# The SilverSneakers® Fitness Program

Blue Cross and Blue Shield of Georgia 65Plus members have a great way to get fit, have fun, and make friends!

The SilverSneakers® Fitness Program is designed specifically for Medicare-eligible individuals. The program concentrates on improving strength and flexibility so daily living activities become easier. When Medicare beneficiaries join 65Plus Plans C, E, F and J, they are automatically eligible for enrollment in the SilverSneakers Fitness Program at no additional cost. (This excludes members in SmartChoice). The SilverSneakers Fitness Program provides members a great way to stay in shape and increase social interaction, and it offers you a unique selling point.



Why is the SilverSneakers® Fitness Program easy to promote?

- It is provided at **no additional cost** to members beyond their monthly premium.
- It addresses barriers to exercise such as affordability, fear and intimidation, motivation, accessibility, health concerns and safety.
- It provides a basic fitness center membership and senior-friendly SilverSneakers® Classes that are easy on joints and help improve balance, muscle strength and coordination.
- The program works great for members at all levels of fitness.
- It provides a non-intimidating environment where members can meet new people who share their health goals.
- It provides Senior Advisors<sup>SM</sup> at each participating fitness facility, which are members' contact for information and personalized, friendly service.

What do Blue Cross and Blue Shield of Georgia 65Plus members need to know?

- SilverSneakers® Classes are taught by experienced, caring instructors. The classes are non-impact with seated support, are easy on joints, and help improve balance. Elastic bands, balls and weights are used to increase muscle strength and coordination.
- There is no additional cost beyond the monthly premium.
- Members receive a basic membership to conveniently located participating fitness centers.
- Taking advantage of the benefit is easy. Members just need to take their Blue Cross and Blue Shield of Georgia 65Plus membership ID card to a participating fitness center near them.
- Guidance is available from qualified fitness instructors and Senior Advisors<sup>SM</sup>.
- There are opportunities to participate in program-related social activities.
- If they already belong to a fitness center that is part of the SilverSneakers® network, their membership will be frozen while they participate in the SilverSneakers® Fitness Program.



Internal use only

# Participating Fitness Centers

## *Albany*

**Gold's Gym**  
2700 Dawson Rd., Suite 31  
229-888-3305

## *Athens*

**Athens YMCA**  
915 Hawthorne Ave.  
706-543-6596

## *Atlanta*

**Cecil B. Day  
Wellness Center**  
1445 Mt. Vernon Rd.  
770-280-1210

## **Cosmos Fitness - Dunwoody**

8610 Roswell Rd., Suite 200  
770-998-1388

**Planet Fitness**  
3293 Buford Hwy.  
404-325-3351

## *Augusta*

**The Family Y**  
3570 Wheeler Rd.  
706-733-1030

## *Brunswick*

**World Gym**  
4994 Altama Ave.  
912-554-2151

## *Buford*

**BodyPlex**  
4125 Buford Dr.  
678-714-7431

## *Columbus*

**D.A. Turner YMCA**  
4384 Warm Springs Rd.  
706-563-7001

## *Covington*

**Covington Athletic Club**  
10100 Alcovy Rd.  
770-786-2582

## *Cumming*

**Lanier Athletic Center**  
655 Atlanta Rd., Suite 610  
770-887-1960

## *Demorest*

**Piedmont - HMC**  
**Total Fitness**  
280 Laurel Ave.  
706-778-2744

## *Douglasville*

**Gold's Gym - Chapel Hill**  
4600 Legend Pl.  
770-949-1116

## *Fayetteville*

**World Gym - Fayetteville**  
931 N. Glynn St.  
770-716-5755

## *Fort Oglethorpe*

**North Georgia  
Family YMCA**  
1846 Lafayette Rd.  
706-858-0590

## *Gainesville*

**Fitness Zone**  
1210 Thompson Bridge Rd.  
770-535-2985

## *Jasper*

**Main Street Fitness**  
55 S. Main St.  
706-253-5914

## *Kennesaw*

**Northwest Branch -  
YMCA of Cobb County**  
1700 Dennis Kemp Ln.  
770-423-9622

## *La Grange*

**La Grange Fitness**  
127 Commerce Ave.  
706-884-4653

## *Lake Park*

**Health, Life & Fitness  
Club of Lake Park**  
1186 Lakes Blvd.  
229-559-3373

## *Lilburn*

**Gold's Gym - Lilburn**  
4805 Lawrenceville Hwy.  
770-931-2262

## *Macon*

**SportsTowne**  
170 Starcadia Circle  
478-314-3000

## *Marietta*

**East Cobb Branch -  
YMCA of Cobb County**  
1055 E. Piedmont Rd.  
770-977-5991

**Gold's Gym - Marietta**  
3565 Austell Rd. SW #25  
770-432-8688

## *Newnan*

**Gold's Gym - Newnan**  
19 Millard Farmer  
Industrial Blvd.  
Suite A  
770-251-9909

## *Norcross*

**Gold's Gym Norcross/  
Peachtree Corners**  
6315 Spalding Dr.  
770-209-9955

## *Peachtree City*

**World Gym -  
Peachtree City**  
220 Northlake Dr.  
770-631-8004

## *Rome*

**Rome Health Spa**  
28 Central Plaza  
706-291-9080

## *Roswell*

**Cosmos Fitness -  
Roswell**  
4651 Woodstock Rd., #420  
770-641-7388

## *Savannah*

**FitnessOne at  
Memorial Health**  
4700 Waters Ave.  
CAM 3rd Floor  
912-350-4030

## *Stockbridge*

**Gold's Gym -  
Eagles Landing**  
250 Business Center Dr.  
678-565-8682



65Plus is underwritten by Blue Cross and Blue Shield of Georgia, Independent Licensee of the Blue Cross Blue Shield Association. The SilverSneakers Fitness Program benefit is not available to members on Plan A or Enhanced Plan F (SmartChoice).