



**TEXAS IS  
BEST WHEN  
TEXANS ARE  
HEALTHY**

FOR IMMEDIATE RELEASE

### **Stronger Austin Transforms into Stronger Texas to Amplify its Reach and Impact Statewide**

**[Austin, Texas]** – June 6, 2023 - It's Time Texas, a Public Health organization committed to saving lives, preventing disease, and increasing access to health for all Texans, is thrilled to announce its statewide growth of a key health service, as **Stronger Austin** transforms into **Stronger Texas**. With an unyielding commitment to supporting individuals across the state, It's Time Texas takes great pride in empowering Texans to prioritize their health and well-being with better access to this key health service.

Originating in Austin, Texas, offering in-person classes, this service has made a significant impact on a substantial number of Texans, and has positively transformed numerous lives. As part of the evolution to being a mostly virtual organization over the past few years, It's Time Texas has embraced and fine-tuned the use of virtual platforms. This evolution has led to the expansion of the newly rebranded, Stronger Texas, services statewide. This transition has opened doors for individuals from all communities, regardless of location, to access virtual fitness and nutrition classes at no cost.

"Our vision at It's Time Texas is to work towards a future where one day every Texan has equitable access to a long, happy, and healthy life. Statewide services such as Stronger Texas allow us to extend our impact and serve individuals across the state," said Jamie Williams, CEO of It's Time Texas. "With this growth we are excited to empower even more Texans from all backgrounds, activity levels, and ages to embrace healthier lifestyles and make positive changes for themselves and their communities."

The Stronger Texas team of ten experienced instructors offer a wide array of free virtual fitness and nutrition classes suitable for individuals at any fitness level. The organization is proud to provide inclusive programs, including classes conducted in both English and Spanish, catering to the diverse needs and preferences of participants.

"We understand the importance of inclusivity and strive to create a supportive environment for all. Our classes encompass a variety of options, such as Zumba, Low Impact, Kickboxing, Chair Yoga, MixedFit, Cardio & Strength, and Yoga," added Melanie Gomez, Programs Manager at It's Time Texas. "We believe that by offering a diverse range of classes, we can ensure there is something to interest everyone and better support the goals of our participants."

To join in and benefit from the free fitness and nutrition classes offered by It's Time Texas, interested individuals can visit [strongertx.itstimetexas.org](http://strongertx.itstimetexas.org) to register and see a full schedule of classes. Rest assured, even though the name is different, the outstanding quality and impact of the classes remain unchanged and are continually improving. Through this statewide expansion, It's Time Texas aims to inspire and empower Texans to adopt healthier lifestyles, prevent diseases, and foster a **Stronger Texas** for generations to come.

#### **About It's Time Texas:**

It's Time Texas is a non-profit organization composed of innovators, opinion leaders, and an army of motivated Texans. Together, we're building a healthier state. We recognize that solving the health crisis requires a collaborative, multilayered approach that addresses the individual, cultural, organizational, community and policy factors that influence the extent to which people have access and opportunities to lead healthier lives. To learn more, visit [itstimetexas.org](http://itstimetexas.org).