

Arthur Deibler Advocates for More Accessible Community Fitness Spaces

Arthur Deibler of Valley View, Pennsylvania, is encouraging fitness businesses to create more welcoming environments for beginners, families, and everyday community members



Harrisburg, Pennsylvania May 23, 2026 (Issuewire.com) - Entrepreneur and business owner Arthur Deibler is raising awareness about the importance of making fitness spaces more approachable and community-focused, especially for people who may feel intimidated by traditional gym environments.

As the Founder & CEO of Bullpen Fitness & Recreation in Valley View, Pennsylvania, Deibler says one of his main goals has always been to create a fitness space where people of all experience levels feel comfortable walking through the door.

“I wanted a place where someone could come in on day one and not feel judged or out of place,” Deibler says. “Not everybody is training to compete. A lot of people just want to improve their health and feel better.”

According to the Centers for Disease Control and Prevention (CDC), less than 25% of American adults meet recommended guidelines for both aerobic and muscle-strengthening activity. Studies also show that intimidation at the gym and a lack of confidence are major barriers preventing many people from starting a fitness routine.

Deibler believes fitness businesses can help change that by focusing less on image and more on environment.

“The atmosphere matters,” he says. “People stay consistent when they feel comfortable and supported.”

Bullpen Fitness & Recreation was built around that idea. Rather than focusing only on experienced athletes, the facility aims to serve a wider group of people, including beginners, families, and community members looking for a more accessible experience.

“Fitness should not feel exclusive,” Deibler explains. “The goal should be getting people moving and creating habits they can actually maintain.”

Research from the National Institutes of Health has shown that regular physical activity can reduce the risk of heart disease, diabetes, anxiety, and depression. However, many smaller communities still lack accessible recreational spaces that encourage long-term participation.

Deibler says local gyms and recreation centers can play an important role beyond physical health.

“These spaces become part of the community,” he says. “People build routines, friendships, and accountability there.”

In addition to Bullpen Fitness & Recreation, Deibler also owns Prima Pizzeria and Lucky Horse Tavern in Valley View. Across all of his businesses, he says the focus remains the same: creating welcoming local spaces where people feel connected.

“You can tell when a place genuinely cares about the people walking in,” he says. “That makes a difference.”

Deibler also believes accessibility in fitness starts with mindset, not expensive equipment or trends.

“A lot of people think they need to be in shape before joining a gym,” he says. “The reality is you just have to start somewhere.”

As conversations around mental health, wellness, and community engagement continue to grow nationwide, Deibler hopes more businesses will prioritize inclusivity and consistency over image-driven fitness culture.

“People do better when they feel supported,” he says. “That applies to fitness just like anything else.”

Call to Action

Deibler encourages individuals to take small, realistic steps toward improving their health and becoming more active in their communities:

- Start with manageable fitness goals
- Find a gym or recreational space that feels welcoming
- Focus on consistency instead of perfection
- Encourage friends or family members to stay active together
- Support local community recreation programs and businesses

“Fitness does not have to be complicated,” Deibler says. “Showing up consistently is what matters most.”

About Arthur Deibler

Arthur Deibler is a Pennsylvania-based entrepreneur and Founder & CEO of Bullpen Fitness & Recreation in Valley View. He also owns Prima Pizzeria and Lucky Horse Tavern. A graduate of Lebanon Valley College, Deibler focuses on building community-centered businesses that bring people together through fitness, hospitality, and recreation. Outside of business, he enjoys running, fishing, classic cars, and Penn State football, and remains active in his local community through volunteer work.

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