

From: National Senior Health & Fitness Day Program <phenze@fitnessday.com>

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Subject: Nation's Largest Sr. Health Event Set for Wed. May 27

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Issue No. 5

May 2015

**For Immediate Release:
22nd Annual National Senior
Health & Fitness Day Set for
Wednesday May 27th**

**2015 Event Theme:
*"If You Keep Moving...You'll
Keep Improving!"***

**The Nation's Largest Older Adult
Health & Wellness Event**

On Wednesday May 27, more than 100,000 older adults are expected to participate in local health and wellness events at 1,000+ locations across the country as part of the 22nd annual *National Senior Health & Fitness Day*.

National Senior Health & Fitness Day is the nation's largest older adult health and wellness event, and is always held the last Wednesday as

part of *Older Americans Month* and *National Physical Fitness and Sports Month* activities. For more details about the event, please visit fitnessday.com

On this day, local organizations across the country will host health and wellness events that include health fairs, fitness walks, special health presentations, and more. Local groups hosting Senior Health & Fitness Day events include retirement communities, Ys and health clubs, senior centers, park and recreation districts, hospitals and health systems, health plans, and others. To see what typically happens during annual Senior Day events around the county, visit this link on the program website: fitnessday.com/senior/photos_videos.html

"Our goal for National Senior Health & Fitness Day is simple: to showcase what local groups are doing on an ongoing basis to help improve the health and fitness of older adults in their communities," adds Patricia Henze, executive director of the Mature Market Resource Center (MMRC), organizer of the event.

Local organizations interested in hosting an annual Senior Health & Fitness Day event must register with the MMRC and pay a small \$29.95 event registration fee in order to legally use the event name and logo, which are federal trademarks. Registration also includes access to an online resource guide with all of the materials and resources local groups need to plan and host a successful Senior Health & Fitness Day event on Wednesday May 27.

A contest is held every year to select a theme for the upcoming event. This year's winning theme: "*If You Keep Moving...You'll Keep Improving!*" was selected from among nearly 1,000 entries. Caolyn Heeter, age 100, of Vestal, New York, submitted this year's winning event theme. She won a \$250 prize for her winning theme, and it is featured on

2015 Senior Health & Fitness Day event T-shirts, handout bags, press materials, and other event-related resources. Ms. Heeter is the first centenarian to win the annual Senior Health & Fitness Day theme contest.

2015 Senior Health & Fitness Day National Sponsors include the *National Recreation and Park Association*, celebrating its 50th Anniversary in 2015, and *American Custom Publishing*. State Event Sponsors include *UPMC Health Plan*, *AARP Medicare Supplement Insurance Plans insured by UnitedHealthcare Insurance Company*, *Humana*, and *Fuzion*.

For more information about National Senior Health & Fitness Day and how organizations can participate as local event hosts, or as event sponsors with brand-category exclusivity, please contact Gary W. Ford, managing director of the program: gford@fitnessday.com | **1-800-828-8225** | fitnessday.com/sponsor

An affiliate of the MMRC organizes a companion "Fitness Day" event in the fall for women's health--[National Women's Health & Fitness Day](#), always held the last Wednesday in September.

This year's 14th annual event is set for Wednesday September 30, 2015, and more than 40,000 women will participate in local health and wellness events at 400+ locations across the United States.

Many organizations that host annual Senior Health & Fitness Day events, also host National Women's Health & Fitness Day events. For more about this women's health and wellness event--the largest of its kind--please visit fitnessday.com/women, or call 800-828-8225.

Key Event Dates:

2015 National Senior Health & Fitness Day -

-

Wednesday May 27

2015 National Women's Health & Fitness Day --

Wednesday September 30

2016 -- 23rd Annual National Senior Health & Fitness Day --

Wednesday May 26, 2016

Event Contact:

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About Us

The Mature Market Resource Center (MMRC), organizer of National Senior Health & Fitness Day, is a national information clearinghouse for professionals who work with older adults. In addition to [National Senior Health & Fitness Day®](#), other well-known MMRC programs include: the [Mature Fitness Awards USA\(sm\)](#); [National Mature Media Awards\(sm\)](#); and the [New Product & Technology Awards](#).

Phone: 1-800-828-8225 | e-mail: info@fitnessday.com

Mature Market Resource Center

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