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NEWS -- For Immediate Release

23rd Annual National Senior Health & Fitness Day Set for Wednesday, May 25th -- Join 1,000+ Local Organizations and 100,000+ Seniors Celebrating Health & Wellness

**2016 Event Theme:
"Improve Your Health for a Better Self!"**

On Wednesday May 25th, more than 1,000 local organizations will host senior health & wellness events for 100,000+ older

adults across the country on the same day, as part of the 23rd annual **National Senior Health & Fitness Day**, the nation's largest older adult health promotion event.

For more about the program and to see what happens at local events every year, visit fitnessday.com , or simply "Google" *National Senior Health and Fitness Day*.

Local organizations such as retirement communities, senior centers, park and recreation departments, health clubs, hospitals and health systems, health plans, area agencies on aging, and more will host health and fitness events that encourage older adults to enhance the quality of their life through regular physical activity. Local events will include, but are not limited to, "mini" health fairs, fitness walks, exercise demonstrations, health and wellness presentations, health screenings, and more.

Groups interested in hosting local National Senior Health & Fitness Day events must register every year in order to legally use the event name and logo, which are federal trademarks.

The 2016 event registration fee is \$29.95 per location.

Registration provides access to the 2016 Senior Health & Fitness Day program website, with all of the materials and

resources needed to plan and host a successful event on Wednesday, May 25th. Registration also includes the 2016 event license granting permission to legally use the National Senior Health & Fitness Day trademarks, as well as more than \$80 in additional benefits.

[Click here](#) to register for the 23rd Annual National Senior Health & Fitness Day, set for Wednesday, May 25th.

The 2016 Senior Health & Fitness Day Winning Theme:

"Improve Your Health for a Better Self!"

The 2016 *National Senior Health & Fitness Day Theme Contest* winner was Heather Ries-Mueller of Mequon, Wisconsin. Her theme was selected from nearly 1,000 entries submitted, and she will receive a \$250 prize for this year's winning theme.

For more information about the 23rd annual National Senior Health & Fitness Day, including exclusive state and national sponsor opportunities, please contact Gary W. Ford, managing director, Mature Market Resource Center, event organizer: gford@fitnessday.com or call 1-800-828-8225. Website: fitnessday.com

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Day on Social Media:

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About the Mature Market Resource Center, Organizer of National Senior Health & Fitness Day

The Mature Market Resource Center (MMRC) 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](#).

Mature Market Resource Center

328 W. Lincoln Ave. #10 | Libertyville, IL 60048

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

You are receiving this e-mail because you have registered for a previous [National Senior Health & Fitness Day](#) event, or have requested information about the event or about other MMRC programs.

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