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## **Save the Date -- Wednesday May 25th -- for the 2016 National Senior Health & Fitness Day! Event Registration Opens in Late January**

On Wednesday May 25th, more than 1,000 local groups across the country will host health promotion events for 100,000+ older adults, as part of the 23rd annual [National Senior Health & Fitness Day](#) -- the nation's largest older adult health and wellness event. Senior Health & Fitness Day is always held the last Wednesday in May. For more information about the program, please visit [fitnessday.com](http://fitnessday.com).

Local groups planning to host 2016 National Senior Health & Fitness Day events include retirement communities, Ys and health clubs, senior centers,

park and recreation departments, local aging organizations, hospitals and health systems, Medicare health plans, and many more. These groups plan to offer health fairs, fitness walks, health presentations, wellness demonstrations, and a variety of other senior health and wellness activities.

*Organizations interested in hosting a 2016 National Senior Health & Fitness Day event must register in order to legally use the event name and logo which are registered federal trademarks.*

Event registration for the 2016 National Senior Health & Fitness Day opens in late January -- look for details in upcoming issues of *FitnessDay News*.

## **The 2016 National Senior Health & Fitness Day Theme Contest Entry Deadline is Friday January 22nd -- \$250 Prize Awarded for the Winning Theme Selected!**

An annual theme contest is held every year as part of the National Senior Health & Fitness Day event. We are looking for a catchy, clever slogan to help focus attention on the importance of regular physical activity for older adults.

**[Click here for a PDF copy of the entry form](#)**

A \$250 cash prize will be awarded to the winning submission, and the contest is open to all adults 50 and older.

Last year's winning Senior Health & Fitness Day theme: *"If You Keep Moving, You'll Keep Improving!"* was submitted by Carolyn Heeter, age 100 of Vestal, New York. Ms. Heeter was the first centenarian winner in the 22 years of the National Senior Health & Fitness Day Theme Contest.

[Click here](#) to submit an online entry for the 2016 National Senior Health & Fitness Day Theme Contest.

## **May is *Older Americans Month***

National Senior Health & Fitness Day is one of the largest activities held during *Older Americans Month*, an annual event organized by the Administration for Community Living (ACL), an agency of the U.S. Department of Health & Human Resources.

This year's Older Americans Month theme is *Blaze a Trail*.

[Click here](#) to visit to the ACL's *Older Americans Month* website featuring their new logo and free materials and resources to help you celebrate the event.

## **Follow Senior Health & Fitness Day on Social Media:**

Twitter: [@fitnessday](#) Hashtag: [#SeniorHealthFit](#)

Facebook: [facebook.com/fitnessdays](https://facebook.com/fitnessdays)

## **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](#).

**Mature Market Resource Center**

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