

**From:** National Senior Health & Fitness Day Program <[phenze@fitnessday.com](mailto:phenze@fitnessday.com)>  
**To:** [Kester, Tonykester@aging.sc.gov](mailto:Kester, Tonykester@aging.sc.gov)  
**Date:** 1/8/2015 2:11:48 PM  
**Subject:** 2015 Sr. Health & Fitness Day Set for Wed. May 27th

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Issue No. 1

January 2015

**Save the Date -- *The 22nd National Senior Health & Fitness Day is set for Wednesday, May 27, 2015!***

Thank you again for your interest in the nation's largest older adult health and wellness event. Watch for 2015 event registration details coming soon by email, and visit [fitnessday.com](http://fitnessday.com) for general information about National Senior Health & Fitness Day.

**2015 Senior Day Theme Contest Deadline --One of Your Seniors Could Win \$250!**

Every year, the National Senior Health & Fitness Day program sponsors a theme contest to select a slogan for the upcoming event. Adults age 50 and older are eligible to submit a contest entry, and the winning entrant will receive a \$250 cash prize. The winning theme will appear on 2015 National Senior Health & Fitness official event promotional materials.

The deadline for the [2015 Senior Day Theme Contest](#) is coming up soon -- Friday, January 23rd.

Please help us promote this year's theme contest by printing out and distributing the [theme contest flyer](#) with all of the contest details, or your seniors can submit their [entry online](#).

## *Questions about the 2015 Senior Day Theme Contest?*

[Click here](#) for more details.

### **Special Discounts Available for Personalized 2015 Senior Health Wall Calendars and Pocket Planner Calendars**

Through a special arrangement with ACP, Inc. one of our 2014 national sponsors, your organization may be eligible for special discounts on ACP's award-winning senior health wall calendars and pocket planners.

Visit ACP's online order site for complete details on the 2 personalized wall calendars and 6 personalized pocket planner calendars available for a limited time at special discounts for organizations that hosted 2014 Senior Day events: [seniorcalendarorders.com](http://seniorcalendarorders.com).

### **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\(sm\)](#); [New Product & Technology Awards](#); and online membership organizations and research/reference services.

Phone: 1-800-828-8225 | e-mail: [info@fitnessday.com](mailto:info@fitnessday.com)

## **Mature Market Resource Center**

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

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