

**From:** 24th Nat. Sr. Health & Fitness Day-- 5/31/17 <info@fitnessday.com>  
**To:** Kester, Tonykester@aging.sc.gov  
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**Subject:** 2017 Sr. Day Event Registration Now Open

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Official e-newsletter of the 2017 National Senior Health & Fitness Day and  
2017 National Women's Health & Fitness Day

## Event Registration for the 24th Annual National Senior Health & Fitness Day on Wednesday, May 31st is Now Open -- *Register FREE Now & Save \$30.00+!*

**National Senior Health & Fitness Day** is the nation's largest older adult health & wellness event, always held the last Wednesday in May. This year's event is set for Wednesday, May 31st. Visit [FitnessDay.com](http://FitnessDay.com) for event details.

Organizations interested in hosting a local Senior Health & Fitness Day event must register in order to legally use the event name and logo, which are federal trademarks. This year's event registration is \$29.95 per location, *but for a limited time, one of our National Event sponsors is underwriting **free online event registrations** -- a \$30.00+ value!*

When you complete your **online event registration**, you will receive an e-mail receipt which is your license to legally use the 2017 event name and logo, along with the following benefits:

1. *Unlimited access to the special 2017 Senior Health & Fitness Day program website*, with all of the resources you will need to plan and host a successful Senior Health & Fitness Day event on Wednesday, May 31st.
2. *A free subscription to FitnessDay News*, our e-newsletter with regular events updates and additional materials and resources for your event.
3. *Access to the 2017 Senior Health & Fitness Day store, with official event promotion items -- T-shirts, buttons, balloons, pens, handout bags and more that are only available to organizations that have registered. (NOTE: The Senior Day Store with all of the 2017 event promotion items will open in February.)*

*Hurry! This free online event registration is only available for a limited time!*

***Questions about 2017 National Senior Health & Fitness Day and the free online event registration offer?***

**Contact us:**

**E-mail: [info@fitnessday.com](mailto:info@fitnessday.com)**

**Phone: 800-828-8225 (weekdays 9-5 Central time).**

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**Thank you for helping us select the 2017 Senior Health & Fitness Day event theme:**

***"With Movement... There's Improvement!"***

**For the second year, we sent a survey to groups that have participated in recent Senior Health & fitness Day events. We asked them to select their favorite theme from among the four finalists.**

This year's winning theme: *"With Movement... There's Improvement!"* was the favorite by a wide margin. Thank you to the organizations that sent in their favorite theme selection.

This year's winning theme was submitted by Catherine Haggerton of Downers Grove, Illinois. Ms. Haggerton's winning entry was selected from nearly 1,000 submissions. She will receive the \$250 prize and her theme will be featured on official event promotion items.

Watch for more about Ms. Haggerton in an upcoming *FitnessDay News* issue.

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**About the Event:**

*National Senior Health & Fitness Day* is the nation's largest older adult health and wellness event, always held the last Wednesday in May. This year's 24th annual event is set for Wednesday, May 31, 2017.

More than 1,000 local organizations will host *Senior Health & Fitness Day* events for more than 100,000 seniors -- across the country on the same day.

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

The 2017 event registration fee is \$29.95 per location (plus shipping), *and there are a limited number of free event registrations available, courtesy of one of the event's national sponsors.*

For more about the 24th annual *National Senior Health & Fitness Day*, please visit [fitnessday.com](http://fitnessday.com) or e-mail: [info@fitnessday.com](mailto:info@fitnessday.com).

2017 National Senior Health & Fitness Day  
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You are receiving this e-mail because you or your organization participated in recent National Senior Health & Fitness Day events, or requested to be added to the event mailing list.

If you wish to be removed from our event e-newsletter list, please click the "SafeUnsubscribe" link below. Your e-mail be removed promptly, and you will not receive any further information about National Senior Health & Fitness or National Women's Health & Fitness Day. Thank you.

### STAY CONNECTED:

Senior Health & Fitness Day--Mature Market Resource Center, 328 W. Lincoln Ave.  
, Libertyville, IL 60048

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