

From: National Senior Health & Fitness Day Program <phenze@fitnessday.com>
To: Kester, Tonykester@aging.sc.gov
Date: 6/4/2015 6:39:37 PM
Subject: 22nd Senior Health & Fitness Day a Huge Success

Having trouble viewing this email? [Click here](#)

Issue No. 8

June 2015

Last Week's National Senior Health & Fitness Day Was the Largest Ever -- Local Health & Wellness Events Were Held in Every State and Major Market!

Last Wednesday May 27th, more than 1,000 local groups across the country hosted health promotion events for 100,000+ older adults, as part of the 22nd 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.

Local groups hosting 2015 Senior Health & Fitness Day events included 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 offered health fairs, fitness walks, health presentations, wellness demonstrations, and a variety of other senior health promotion activities.

[Click here](#) to see videos from some of last week's local events. Look for more media coverage in upcoming issues of *FitnessDay News*, the official newsletter of National Senior Health & Fitness Day.

2015 Senior Health & Fitness Day Theme:

"If You Keep Moving...You'll Keep Improving!"

Every year, a contest is held to select a theme for National Senior Health & Fitness Day. This year's winner was Carolyn Heeter, age 100, of Vestal, NY. Her winning theme was selected from among nearly 1,000 entries submitted for the contest. She is the first Centenarian winner in the 22 years of the National Senior Health & Fitness Day Theme Contest.

Carolyn Heeter receiving her \$250 prize and plaque for winning the 2015 Senior Day theme contest

[Click here](#) for a downloadable copy of the *2016 National Senior Health & Fitness Day Theme Contest Entry Form*. The entry deadline for the 2016 theme contest is December 31, 2015.

Save These Event Dates:

14th Annual [National Women's Health & Fitness Day](#) -- *Wednesday September 30, 2015* -- the nation's largest women's health and wellness

event: fitnessday.com/women

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

**Wednesday May 25,
2016: fitnessday.com**

**Thank-you again to our 2015 Senior
Health & Fitness Day National and
State Event Sponsors:**

National Sponsors:

**National Recreation and Park Association --
celebrating its 50th anniversary in 2015**

American Custom Publishing Corporation

State Sponsors:

UPMC for Life

AARP Medicare Supplement Insurance

Plans insured by UnitedHealthcare

Insurance Company

Humana

Fuzion

***For information about national and state
event sponsorship opportunities for this
fall's National Women's Health & Fitness
Day (Wednesday, September 30, 2015)
and/or next year's***

***National Senior Health & Fitness Day
(Wednesday, May 25, 2016), please***

contact:

Gary W. Ford, managing director:

gford@fitnessday.com | 1-800-828-8225

***National and state sponsorships include event
brand/product exclusivity.***

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

Twitter: [@fitnessday](https://twitter.com/fitnessday) Hashtag:

#SeniorHealthFit

Facebook: 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](#).

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

Mature Market Resource Center

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

You are receiving this e-mail because you have registered for a previous [National Senior Health & Fitness Day](#) event, have requested information about the event or about other MMRC programs. If you do not wish to receive future e-mails, please check the *SafeUnsubscribe* box below. Thank you.

Forward this email

This email was sent to kestert@aging.sc.gov by phenze@fitnessday.com | [Update Profile/Email Address](#) | Rapid removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

Mature Market Resource Center/Nat. Senior Health & Fitness Day | 328 W. Lincoln Ave., #10 | Libertyville | IL | 60048