

From: National Senior Health & Fitness Day <phenze@fitnessday.com>
To: Kester, Tonykester@aging.sc.gov
Date: 1/21/2016 8:01:14 AM
Subject: Sr. Day Theme Contest Deadline Tomorrow-- Fri. 1/22

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Issue No. 4

Jan. 2016

2016 National Senior Health & Fitness Theme Contest Entry Deadline is Tomorrow, Friday January 22nd

\$250 Prize Awarded to the Winning Entry Selected for the 2016 Event Theme!

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](#).

Registration for the 2016 National Senior Health

& Fitness Day opens in late January. All groups interested in hosting a Senior Health & Fitness Day event must register in order to legally use the event name and logo, which are federal trademarks.

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.

Please click the link on the 2016 theme contest entry form, print out a copy and hand it out or post the flyer so interested seniors can find out details on how to enter this year's competition. Thank-you.

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

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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