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Subject: Nation's Largest Women's Health Event Set for Tomorrow

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**For Immediate
Release**

**Sept. 29
2015**

14th Annual National Women's Health & Fitness Day Event Set for Tomorrow-- Wednesday, September 30th

*Nation's Largest Women's Health
& Wellness Event*

**2015 Event Theme:
"Fitness...It's a Smart Choice
for Life!"**

Tomorrow -- Wednesday September 30 --
thousands of women of all ages will participate in
local health and wellness events at hundreds of
locations across the country as part of the 14th

annual *National Women's Health & Fitness Day* .

National Women's Health & Fitness Day is the nation's largest women's health and wellness event and is always held the last Wednesday in September as part of *National Women's Health & Fitness Week* celebrations. For more information about the event, please visit the official program website: fitnessday.com.

"Our goal for National Women's Health & Fitness Day is simple: to showcase what local organizations are doing on an ongoing basis to help improve the health and fitness of women in their communities," adds Patricia Henze, executive director of the *Health Information Resource Center (HIRC)*, organizer of the event.

Local groups planning
National Women's Health
& Fitness Day events

tomorrow include Ys and
health clubs, park and
recreation districts,
hospitals and health
systems, colleges and
universities, health plans,
local women's

[Women's Day Fact Sheet](#)

organizations, retirement communities and senior centers, local health providers, and retailers. Activities at these local events include health fairs, exercise demonstrations, fitness walks, special women's health presentations, health screenings, and more.

Organizations that wish to host a National Women's Health & Fitness Day event must register in order to legally use the event name and logo, which are registered trademarks. The 2015 event registration fee is \$29.95 per location (plus shipping). The fee includes the license to legally use the event name and logo, as well as access to the official program website with all of the materials and resources needed to plan and host a successful 2015 Women's Health & Fitness Day event.

A contest is held every year to select a theme for the upcoming event. This year's winning theme: *"Fitness...It's a Smart Choice for Life!"* was selected from among hundreds of entries. Ruth Underhill of East Peoria, Illinois submitted this year's winning event theme. Ms. Underhill won a \$250 cash prize for her winning entry, and it will be featured in event media materials and on official 2015 Women's Health & Fitness Day event promotion items including T-shirts, pens, posters, and handout bags.

2015 Women's Health & Fitness Day National Sponsors include the *National Recreation and Park Association*--celebrating its 50th anniversary this year-- and *American Custom Publishing*. State Sponsors include *AARP Medicare Supplement Insurance insured by UnitedHealthcare Insurance Company, Humana, and Fuzion*.

For more information about National Women's Health & Fitness Day, how organizations can host or participate in local events, and 2016 exclusive sponsorship opportunities, please e-mail info@fitnessday.com or call 1-800-828-8225.

About the Health Information Resource Center

The *Health Information Resource Center* (HIRC), organizer of National Women's Health & Fitness Day, is a national information clearinghouse for professionals who work in consumer health markets. In addition to [National Women's Health & Fitness Day](#) other well-known HIRC programs include: the [National Health Information Awards](#) and the [Digital Health Awards](#) competitions.

You are receiving this e-mail because you have registered for a previous [National Women's Health & Fitness Day](#) event or a National Senior Health & Fitness Day event, or have requested information about these events or about other HIRC programs.

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