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Subject: Join Us for the Nation's Largest Sr. Health Event on May 31

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

Volume 1

Number 8

The Nation's Largest Older Adult Health & Wellness Event --

Join 1,000 Organizations and 100,000+ Seniors Participating in Health and Wellness Events as Part of the 24th Annual *National Senior Health & Fitness Day* -- Wednesday, May 31st

*(Please excuse this reminder if you have already registered to host or sponsor
a 2017 Senior Health & Fitness Day event!)*

National Senior Health & Fitness Day is the nation's largest older adult health and wellness event, always celebrated on the last Wednesday in May, as part of Older Americans Month and Physical Fitness and Sports Month activities. This year's event is set for Wednesday, May 31st, and the goal is to showcase what local groups are doing in their communities to help older adults stay healthy and fit.

On the last Wednesday in May, 100,000+ seniors will participate in local events at more than 1,000 locations across the U.S. For more about National Senior Health & Fitness Day, visit the event website: fitnessday.com, or simply Google "National Senior Health & Fitness Day" to see the variety of local health and wellness activities that local organizations host every year.

[Click here](#) for a PDF copy of the *2017 Senior Health & Fitness Day Fact Sheet*.

Local organizations that host annual Senior Health & Fitness Day events include: *senior centers, park and recreation districts, retirement communities, Ys and health clubs, hospitals and health systems, Medicare health plans, area agencies on aging and other local aging groups, pharmacies, retail stores,*

health providers, and more!

Local groups interested in hosting a National Senior Health & Fitness Day event must register each year 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 the online event registration includes the following:

- The license to legally use the *National Senior Health & Fitness Day* event name and logo.
- Unlimited access to the official National Senior Health & Fitness Day program website (only available to registered groups) with all of the materials and resources needed to plan and host a successful event on Wednesday, May 31st.
- A free subscription to *FitnessDay News*, the official event e-newsletter with weekly updates and event tips.
- Access to the 2017 Senior Day Store, where you can purchase official promotional items for your event: T-shirts, pens, posters, balloons, bags, buttons, and more!
- A sample pack of event promotion items, including a free 2017 National Senior Health & Fitness Day T-shirt.
- A free 2018 senior health calendar, and discounts for purchasing personalized calendars for your program.
- A free entry for one of the Mature Market Resource Center's (organizer of Senior Health & Fitness Day) 2018 awards programs-the ***National Mature Media Awards*** or the ***New Product & Technology Awards***.

If Your Organization Would Like to Participate in the 24th Annual National Senior Health & Fitness Day Event on Wednesday, May 31st, Here are Two Options:

[Click here](#) for more details on *how to register to host a local Senior Health & Fitness Day event.*

[Click here](#) if you would like information on *2017 state and national event sponsorships -- which include market/brand exclusivity for your products/services.*

Next year is the *25th anniversary of National Senior Health & Fitness Day*, and we are offering a special **[state sponsor test market program](#)** for companies that would like to test sponsorship participation this year in advance of potentially expanding their sponsorship for our 25th anniversary

celebration in May, 2018.

Click here for details about our 2017 *Senior Health & Fitness Day State Sponsor Test Market Program*.

Have additional questions about this year's National Senior Health & Fitness Day and how your organization can participate?

Contact us:

E-mail: info@fitnessday.com

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

About the Event:

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

National Senior Health & Fitness Day is organized by the Mature Market Resource Center (MMRC), a national clearinghouse for professionals who work in senior markets. Other well-known MMRC programs include the **Mature Fitness Awards**, the nation's first fitness-recognition program for older adult wellness achievements; the **National Mature Media Awards**, a 26-year-old program that annually recognizes the nation's best marketing, advertising, and educational materials produced for older adults; and the **New Product & Technology Awards--Recognizing Innovative Products, Services, and Technologies for Older Adult and Their Families**.

2017 National Senior Health & Fitness Day
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You are receiving this e-mail because you or your organization had participated in a recent Senior Health & Fitness Day events, requested event information, and/or have requested information or participated in Mature Market Resource Center programs, including its annual awards programs. If you do not want further information sent to you about National Senior Health & Fitness Day, please click the "SafeUnsubscribe" link below, and we will promptly remove your name from our e-mail list. Thank you.

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