

From: National Senior Health & Fitness Day Program <phenze@fitnessday.com>
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Subject: Senior Day Newsletter with Event Updates

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Issue No. 6

April 2015

Thank-You for Joining Us for the 22nd Annual National Senior Health & Fitness Day Set for Wednesday May 27th!

***Look for Regular Issues of FitnessDay
News with Useful Information for Your
Senior Day Event!***

FitnessDay News is the official e-newsletter of National Senior Health & Fitness Day, and sent to you as part of your 2015 event registration. Here are some important updates to help you get ready for Senior Day on Wednesday May 27th:

1. Visit fitnessday.com/2722, the official program website, for all of the materials and resources to help you plan your Senior Day event. Between now and May 27th, we will be adding new information and resources on the

website for your event.

2. The **Senior Day Store** is now open so you can purchase official promotional items for your event. Please note that orders for all 2015 official Senior Health & Fitness Day promotion items can be placed online at our secure website. After you complete your online order, you can pay by credit card, check, or with a purchase order. (There is a minimum order of \$100 for items ordered with purchase orders.)

Here are the official 2015 Senior Day promotional items now available at our online store:

- Official Senior Day Event T-Shirts (sizes: medium, large, extra-large)
- Senior Day Grocery/Tote Bags
- Senior Day Posters
- Senior Day Pens
- Senior Day Pill Boxes
- Senior Day Post-It® Notes
- Senior Day Buttons
- Senior Day Balloons
- Senior Day Handout Bags

Important Reminder:

*When you registered for this year's event, you and your organization agreed that only promotion items available in our **Senior Day Store** may feature the National Senior Health & Fitness Day name and logo, which are federal trademarks. You may not use the event name and logo for any of your own promotion items. Use of our*

2015 Senior Day name and logo on any of your own promotional items may result in your event license being revoked and possible legal action.

Coming Up in Next Week's FitnessDay News

- A suggested timeline as you make plans for your event
- Using social media for your event
- Tips for getting press coverage for Senior Day
- And much more!

Questions About Senior Day? Please Contact Us:

1-800-828-8225 (weekdays 9-5 Central time)

E-mail: info@fitnessday.com

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 to host a 2015 [National Senior Health & Fitness Day](#) event. If you do not wish to receive future e-mails, please check the SafeUnsubscribe box below. Thank you.

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