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**To:** Kester, Tonykester@aging.sc.gov  
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**Subject:** Sr. Day Registration Now Open--Register FREE by 2/27/15!

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## **Event Registration for the 2015 National Senior Health & Fitness Day is Now Open!**

*Sign-Up by 2/27 to Host Your May 27th Senior Day Event and Save \$29.95! Hurry -- A Limited Number of Free Event Registrations Are Available!*

ACP, Inc. -- one of our National Sponsors for the 22nd Annual National Senior Health & Fitness Day® -- is offering a limited number of [free online event registrations](#) for organizations interested in hosting a local 2015 Senior Day event on Wednesday, May 27th. For more about the the nation's largest senior health and wellness event, please visit [fitnessday.com](#).

This free 2015 online event packet -- a \$29.95 value -- has all of the materials and resources you need to host a successful Senior Day event on May 27th. Registration also includes the official event license, and permission to use the National Senior Health & Fitness Day name and logo.

PLEASE NOTE: You must register with us every year in order to legally host a National Senior Health & Fitness Day event and use the program name and logo, which are federal trademarks.

**For Your FREE Event Registration, visit: [fitnessday.com/free22](http://fitnessday.com/free22)**

Once you complete the registration form and e-mail it to us, we will quickly send you the link to the special event Web site -- where you will have access to all of the new materials and resources to help you plan and organize your 2015 National Senior Health & Fitness Day event on Wednesday May 27th -- official logos, event ideas, promotion and publicity materials, access to the official Senior Day promotional items store (for T-shirts, balloons, pens, etc.), senior health handouts, and much more.

**Important Event Registration Notes:**

1. When you register, it is for one event only. If you would like to host more than one local Senior Day event, you must complete a separate registration form for each location.
2. You may share this information about the free online event registration offer with any interested friends and colleagues who also may want to register and host a Senior Day event on Wednesday, May 27, 2015.

***Hurry! This [free event registration](#) offer from our sponsor is only available for a limited time!***

**The 2015 Senior Day Winning Theme:  
"If You Keep Moving...You'll Keep Improving!"**

This year's Senior Day Theme Contest Winner is a first in our 22 years organizing the event-- a centenarian! Carolyn Heeter, age 100, of Vestal, New York, submitted her winning theme from nearly 1,000 entries.

Carolyn will receive a \$250 cash prize and also see her winning theme on selected 2015 Senior Day event promotion items. Look for more information about Carolyn in a future issue of *FitnessDayNEWS*.

Thank-you to all of our 2014 Senior Day event coordinators who helped us select this year's Senior Day Theme Contest Winner.

# 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](#).

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## **Mature Market Resource Center**

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