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Subject: Join Us on May 25th for Senior Health & Fitness Day

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April

NEWS -- For Immediate Release

**Join Us for the 23rd Annual
National Senior Health
& Fitness Day -- Wednesday,
May 25th -- 1,000+ Local
Organizations and
100,000+ Seniors
Participating in Health
& Wellness Activities on the
Same Day!**

**2016 Event Theme:
*"Improve Your Health for a
Better Self!"***

On Wednesday May 25th, more than 1,000
local organizations will host senior health

& wellness events for 100,000+ older adults across the country on the same day, as part of the 23rd annual **National Senior Health & Fitness Day**, the nation's largest older adult health promotion event.

For more about the program and to see what happens at local events every year, visit fitnessday.com , [click here](#) for the 2016 event fact sheet, or simply "Google" *National Senior Health and Fitness Day*.

Local organizations such as retirement communities, senior centers, park and recreation departments, health clubs, hospitals and health systems, health plans, area agencies on aging, and more will host health and fitness events that encourage older adults to enhance the quality of their life through regular physical activity. Local events will include, but are not limited to, "mini" health fairs, fitness walks, exercise demonstrations, health and wellness presentations and health screenings.

Groups interested in hosting local National Senior Health & Fitness Day events must register every year in order to legally use the event name and logo, which are federal trademarks.

The 2016 event registration fee is \$29.95 per event location. Special group

registration discounts are available.

Registration provides access to the 2016 Senior Health & Fitness Day program website, with all of the materials and resources needed to plan and host a successful event on Wednesday, May 25th. Registration also includes the 2016 event license granting permission to legally use the National Senior Health & Fitness Day trademarks, as well as more than \$80 in additional benefits.

2016 National and State Senior Health and Fitness Day Event Sponsors include *Humana, UPMC Health Plan, the National Recreation and Park Association, and American Custom Publishing.*

Final event sponsors will be announced in early May.

[Click here](#) for event registration information and details about how your organization can participate in the 23rd Annual National Senior Health & Fitness Day on Wednesday, May 25th.

The 2016 Senior Health & Fitness Day Winning Theme:

"Improve Your Health for a Better Self!"

The 2016 *National Senior Health & Fitness Day Theme Contest* winner

was Heather Ries-Mueller of Mequon, Wisconsin. Her theme was selected from nearly 1,000 entries submitted, and she will receive a \$250 prize for this year's winning theme.

For more information about the 23rd annual National Senior Health & Fitness Day, including exclusive state and national sponsor opportunities, please contact Gary W. Ford, managing director, Mature Market Resource Center, event organizer: gford@fitnessday.com or call 1-800-828-8225. Website: fitnessday.com

Follow Senior Health & Fitness Day on Social Media:

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[#SeniorHealthFit](https://twitter.com/fitnessday)

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About the Mature Market Resource Center, Organizer of National Senior Health & Fitness Day

The Mature Market Resource Center (MMRC) is a national information clearinghouse for professionals who work with older adults. In addition to [National Senior Health & Fitness Day®](http://NationalSeniorHealthFitnessDay.com), 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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You are receiving this e-mail because you have registered for a previous **National Senior Health & Fitness Day** event, or have requested information about the event or about other MMRC programs.

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