

From: National Senior Health & Fitness Day Program <phenze@fitnessday.com>
To: Kester, Tonykester@aging.sc.gov
Date: 4/16/2015 1:20:48 PM
Subject: 22nd Annual Senior Health & Fitness Day Set for May 27th

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Issue No. 1

April 2015

**22nd Annual National Senior
Health
& Fitness Day® -- the
Nation's Largest
Older Adult Health
& Wellness Event --
Set for Wednesday, May 27th**

2015 Event Theme:
*If You Keep Moving, You'll Keep
Improving!*

On Wednesday May 27th, more than 1,000 local organizations will host local health and wellness events for 100,000+ older adults as part of the 22nd annual National Senior Health & Fitness Day.

For more details about the event--the largest of its kind-- please visit,

To see what typically happens during annual Senior Day events around the county, visit the [Photos & Videos section on our website](#).

Hosting a 2015 Senior Health & Fitness Day event is easy... and fun! Organizations interested in holding an event must register to legally use the program name and logo, which are federal trademarks.

[Click here](#) for registration details.

The 2015 Senior Health & Fitness Day event registration fee is \$29.95 (plus shipping). The fee includes the license to legally use the National Senior Health & Fitness Day name and logo, along with the following benefits--an \$80+ value!

Unlimited access to the special Senior Day event website

This online resource has all of the materials and information you will need to plan and host your event. The website includes event logos, promotion and publicity ideas, activity suggestions, and access to the Senior Day Store where you can purchase officially licensed event promotional items-- T-shirts, handout bags, balloons, buttons, posters, pens, and more.

1. ***A free 2015 Senior Day T-shirt*** (a \$9.95 value)
2. ***A free subscription to FitnessDay News***, the official e-newsletter of the National Senior Health & Fitness Day program.
3. ***A free membership in the American Senior Fitness Association***. Since 1992, the leader in older adult fitness education.
4. ***A free 2016 Senior Health Wall Calendar*** (a \$12.95 value)
5. ***A free entry certificate for the 2016 National Mature Media Awards competition*** (seniorawards.com), the

5. largest awards program of its kind (a \$59.00 value)

[Click here](#) to register your organization for the 2015 National Senior Health & Fitness Day on Wednesday May 27th.

Questions About the 2015 Senior Health & Fitness 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 for a previous [National Senior Health & Fitness Day](#) event, or have requested event information. If you do not wish to receive future e-mails, please check the SafeUnsubscribe box below. Thank you.

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