



21st Annual

National Senior Health & Fitness Day®

Wednesday, May 28, 2014

The Nation's Largest Older Adult Health Promotion Event

What is National Senior Health & Fitness Day®?

National Senior Health & Fitness Day is a nationwide health and fitness event for older adults, always held the last Wednesday in May during *Older Americans Month*. 2014 will mark the 21st year of the program, and more than 100,000 older adults will participate at local events at more than 1,000 locations across the country on the same day.

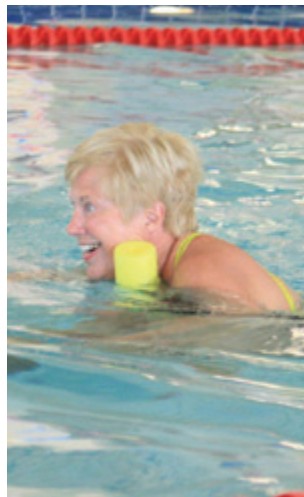
The event's goals are to promote the importance of regular physical activity, and to showcase what local organizations are doing to improve the health and fitness of older adults in their communities.

What Will Older Adults Do On This Day?

Local organizations throughout the country will host senior-related health and fitness events at retirement communities, health clubs, senior centers, park districts, hospitals, YMCAs, houses of worship, banks and other community locations. The local health and fitness activities will vary widely based on the organization hosting the event and the interests of local seniors. Activities will be non-competitive and may include walking events, low-impact exercises, health screenings and health information workshops.

How Can My Organization Participate in Senior Health & Fitness Day?

A *National Senior Health & Fitness Day* event registration form will be available in February, 2014. Once you register to become an official site, your organization is legally entitled to use the event name and logo. You are also eligible to order event incentive items—T-shirts, buttons, handout bags, etc., and receive special samples/coupons from our sponsors. See more details about the event registration on the next page.



*"We love this event!
It is one that our aging
population looks
forward to each year!"*

Matt Faull
City of Flagstaff
Flagstaff, AZ

*"It was a huge success!
We had a lot of fun!"*

Chasidy Calantoni
Director of Fitness & Wellness
Solivita
Poinciana, FL

*"This was the first year
for Senior Day at our
community. I hope to
make it bigger and better
each year!"*

Lisa Dario
Resident Programs Manager
Amber Park
Cincinnati, OH

*"Senior Day is a perfect
way to have our seniors
recognized during Older
Americans Month."*

Wilma Witte
Director
RSVP Program
Richmond, MO

*"Thank you for your sup-
port. I am so glad I heard
about your program.
I am already making
plans for next year!"*

Rachel Horton
Service Coordinator
Wesley Jackson Highlands
Jackson, TX

Questions?

Contact Patricia Henze,
Executive Director, at
1-800-828-8225
or email
info@fitnessday.com

My Organization is Interested in Hosting a 2014 Senior Day Event.

What's the Next Step?

1 Visit www.fitnessday.com to register your organization for the event. All groups interested in hosting a 2014 *National Senior Health & Fitness Day*[®] event must register in order to legally use the name and logo, which are federal trademarks. There is a small event registration fee which includes the license to use the Senior Day name and logo, and a valuable event registration packet with all of the resources you will need to plan and host a successful Senior Day event.

2 Once you register, we will quickly e-mail you online access to the official Senior Day program website, which includes all of the materials and resources you will need to host a successful event on Wednesday, May 28th. Among the resources you will find on the event website: official event logos (in several digital formats); activity ideas; copyright-free senior health information pages to hand out to your participants; sample event forms; and access to the Senior Day store with the official 2014 event promotional items (T-shirts, pens, posters, etc.).

Who Organizes Senior Day?

National Senior Health & Fitness Day is a public/private good health partnership organized by the *Mature Market Resource Center*SM (MMRC), a 23-year old national clearinghouse for professionals who work in older adult markets. The MMRC coordinates all Senior Day host site registrations and national event promotion and publicity, along with the sale and distribution of official event incentive items—T-shirts, buttons, pens, bags, etc.

In addition to *National Senior Health & Fitness Day*, other MMRC programs and activities include the 23-year old *National Mature Media Awards*SM (seniorawards.com), the *Mature Fitness Awards USA*[®] (fitnessday.com/mfa), the nation's first fitness recognition program for older adults, and the 6th annual *New Product & Technology Awards*[®] (agingawards.com), recognizing innovative products and services for older adults and their families.

My Company is Interested in Sponsorship Opportunities with Senior Day. Where Can I Get More Information?

Every year, there are a limited number of brand/category exclusive sponsorship opportunities for companies interested in reaching thousands of active older adults participating in Senior Day events on a national, state or regional level.

For more information on how your company can get involved with Senior Day, please visit www.fitnessday.com/sponsor, or contact Gary W. Ford: gford@fitnessday.com; phone: 1-800-828-8225.