



31st Annual National Senior Health & Fitness Day[®]

31st Annual Event: Wednesday, May 29, 2024

The Nation's Largest Older Adult Health Promotion Event

What is National Senior Health & Fitness Day[®]?

National Senior Health & Fitness Day is an annual health and wellness event for older adults. Our 31st annual event is set for Wednesday, May 29, 2024. More than 100,000 older adults will participate in these local health events across the country.

The goals of *National Senior Health & Fitness Day* are to promote the importance of regular physical activity, and to show what local organizations are doing to improve the health of older adults in their communities.

What Will Older Adults Do During the Event?

Local organizations throughout the country will host senior-related health and fitness events at retirement communities, Ys/health clubs, senior centers, park districts, hospitals, houses of worship, local aging groups, and other community locations. The local health and fitness activities will vary widely based on the organization hosting the event and the interests of the local seniors they work with. 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 National Senior Health & Fitness Day Events?

Local groups interested in hosting a *National Senior Health & Fitness Day* event must register in order to legally use the event name and logo, which are federal trademarks. Once you register, your organization is legally entitled to use the event name and logo, and you have access to the special program website with all of the materials and resources you need to host a successful event.



*“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
support. 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 2024 Senior Day Event.

What's the Next Step?

1

Visit <https://fitnessday.com> to register your organization for the event. All groups interested in participating in *National Senior Health & Fitness Day*® must register in order to legally use the event name and logo, which are federal trademarks. There is normally a \$34.95 event registration fee, but there are a limited number of free registrations available.

2

Once you register, we will quickly e-mail you online access to the official event website, which includes all of the resources you will need to plan and host a successful event on Wednesday, May 29th. Among the materials 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 2024 event promotional items (T-shirts, pens, posters, etc.).

Who Organizes Senior Health & Fitness Day?

National Senior Health & Fitness Day is a public/private good health partnership organized by the Mature Market Resource Center (MMRC), a 34-year old national clearinghouse for professionals who work in older adult markets. The MMRC coordinates all *Senior Health & Fitness 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 well-known MMRC programs include the 33-year old National Mature Media AwardsSM (seniorawards.com), and the New Product & Technology Awards® (agingawards.com), recognizing innovative products and services for older adults and their families.

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

There are a limited number of brand/category exclusive sponsorship opportunities for companies interested in reaching thousands of active older adults participating in *National Senior Health & Fitness Day* events throughout the U.S. For more information on the many event sponsorship benefits available to your organization, please visit fitnessday.com/sponsor, or contact Gary W. Ford: gford@fitnessday.com; phone: 1-800-828-8225.