



17th Annual Event!

National Women's Health & Fitness DaySM

Wednesday, September 26, 2018

The Nation's Largest Health Promotion Event for Women

What is National Women's Health & Fitness Day?

National Women's Health & Fitness Day is the nation's largest annual health promotion event for women of all ages, and is always held on the last Wednesday in September. The 2018 event is set for September 26. This unique national program—with participation by local organizations throughout the U.S.—focuses attention on the importance of regular physical activity and health awareness for women. The event is similar in concept to its "sister" event *National Senior Health & Fitness Day*[®]—the nation's largest older adult health promotion program held every May. Women's Health & Fitness Day will also be a part of a new *National Women's Health & Fitness Week*SM, to be held annually the last week in September.

What Will Women Do On This Day?

Hundreds of local organizations throughout the country will host women's health and fitness events at hospitals, health clubs, park and recreation districts, local health organizations, schools, retirement communities, houses of worship, senior centers, and other community locations. Local health and fitness activities will vary widely based on the organizations hosting the events, and the interests of local women in these communities. Activities will be non-competitive and may include walking events, exercise demonstrations, health screenings and health information workshops. An estimated 50,000 women are expected to participate in local events at 500+ locations.

How Can My Organization Participate in National Women's Health & Fitness Day?

A *National Women's Health & Fitness Day* event registration form will be available in early summer. 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, note pads, posters, etc., and may receive special samples/coupons from our national sponsors. See more details about the event registration on the next page.



“Great resource materials.”

Bev Wombacher, Owner
Ladies Workout Express
Ruston, WA

“We offered a mini-health fair. We gave out event t-shirts to the first 100 guest to sign up.”

Tracy Dranchak
Lackawanna College
Scranton, PA

“We had a great event with breast health and heart health lectures from two local hospitals, health information tables and a 7 a.m. walk”

Madeline May, RN
Park Ridge Senior Center
Park Ridge, IL

“We invited women from around the area for a free day at our fitness center. We gave out materials from the event manual and enrolled more than 17 new members as a result of the event!”

Sheri Brydebel
Hiwassee Valley Pool
& Wellness Center
Murphy, NC

Questions?

Contact Patricia Henze,
Executive Director:
info@fitnessday.com
Phone: 1-800-826-8225

My Organization is Interested in Hosting a 2018 National Women’s Health & Fitness DaySM Event.

What’s the Next Step?

1 Fill out the information request form on our website (fitnessday.com), or just e-mail us your contact information at info@fitnessday.com. Starting in late spring/early summer, we’ll send you an e-mail to let you know when the event registration form will be available at our fitnessday.com website.

All groups interested in hosting a 2018 *National Women’s Health & Fitness DaySM* 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 *Women’s Health & Fitness Day* name and logo, and a valuable event registration packet with all of the resources you will need to plan and host a successful event.

2 Once you register your organization, we will quickly send you to the event registration website which includes the event manual (with activity ideas, sample forms, copyright-free women’s health handout pages, and more), an event T-shirt, sample incentive items, access to our special event planning website, and a toll-free “hotline” number to call for any questions you may have about planning your Women’s Day event.

Who Organizes National Women’s Health & Fitness Day?

National Women’s Health & Fitness Day is a public/private good health partnership organized by the *Health Information Resource CenterSM* (HIRC), a 27-year old national clearinghouse for professionals who work in consumer health markets. The HIRC coordinates all Women’s 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 Women’s Health & Fitness Day*, other well-known HIRC programs include 25th Annual *National Health Information AwardsSM* (healthawards.com), the nation’s largest awards program of its kind, and the 19-year old *Digital Health Awards[®]* (digitalhealthawards.com), recognizing the nation’s best digital health information.

My Company is Interested in Event Sponsorship Opportunities. 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 women participating in *National Women’s Health & Fitness Day* events on a national, state or regional level.

For more information on how your company can get involved with *National Women’s Health & Fitness Day*, please visit fitnessday.com/sponsor, or contact Gary W. Ford: gford@fitnessday.com; phone: 1-800-826-8225.