**SAMPLE NEWS RELEASE**Customize this press release, print it on your letterhead, and submit it to your local television, radio, and print media outlets to promote your event. Send the press release alone or as part of a press packet.

*(Insert date)* Contact: *(Insert media contact name) (Insert contact phone)****(Insert organization name)* Celebrates National Senior Health & Fitness Day®** Local Organization Part of National Event to Promote Healthy Lifestyles for Older Adults – *2016 Theme is “Improve Your Health for a Better Self!”*

*(Insert city/state)* — *(insert organization name)* will join an estimated 1,000 local groups to celebrate the 23rd Annual National Senior Health & Fitness Day (NSHFD) on May 25th, 2016. As an official host site, *(insert organization name)* will hold a *(insert brief description of organization’s event)* on the 25th. On this day, *(insert organization name)* will join with an estimated 100,000 seniors across the country expected to help promote active, healthy lifestyles through physical fitness, good nutrition and preventive care. According to *(insert your spokesperson’s name)*, “Our *(insert event/activity name)* is a wonderful opportunity for seniors to make, renew, and revitalize their commitment to live healthier lives through better health and fitness *(or insert your own quotation)*.” *(Insert a paragraph that details key aspects of your event, including location and time.)* For more information about the *(insert event/activity name)*, please contact (insert staff contact and phone number/e-mail address). **About National Senior Health & Fitness Day®**National Senior Health & Fitness Day is always held on the last Wednesday in May in support of Older Americans Month and National Physical Fitness and Sports Month. The program, the largest of its kind, is organized by the Mature Market Resource Center, a national clearinghouse for professionals who work with older adults. For more information about National Senior Health & Fitness Day, visit fitnessday.com.