



Spring Event: Wednesday, May 26, 2021
Fall Event: Wednesday, October 27, 2021
2021 Event Theme: *"Life is Better in Motion!"*

PRESS RELEASE

For Immediate Release

28th Annual National Senior Health & Fitness Day® Spring Event set for May 26th

On Wednesday, May 26, 2021, National Senior Health & Fitness Day® will celebrate its 28th anniversary as the nation's largest older adult health and wellness event. More than 1,000 organizations will host local health and wellness events for 100,000+ older adults across the country on the same day. This year's event theme is "Life is Better in Motion!" The winning theme was submitted by Pat Learman of Palm Springs, CA from among more than 1,000 submissions to the annual National Senior Health & Fitness Day Theme Contest.

Organized as a public/private good health partnership by the Mature Market Resource Center (MMRC), local National Senior Health & Fitness Day events will offer in-person and virtual fitness activities at locations that include hospitals, park and recreation departments, senior centers, Ys and health clubs, retirement communities, houses of worship, health departments and other community locations. The event has traditionally been held on the last Wednesday in May as part of Older Americans Month activities. Online/virtual options will be available nationwide. Activities will consist of a customizable menu of in-person and online health and fitness resources for older adults; including webinars, online fitness videos, small group activities (for those eligible), and access to websites with reliable fitness and wellness information.

For 2021, there will be a new Fall Event for National Senior Health & Fitness Day, set for Wednesday, October 27th. Details on the new Fall Event will be available in early summer. Organizations interested in participating in National Senior Health & Fitness Day must register in order to legally use the event's name and logo, which are federal trademarks. Local groups that register may host a Spring or Fall event, or both. Participating organizations can customize the event offerings to best suit their unique population of older adults, whether this means holding small group or virtual activities. Organizations should follow all local regulations/health department best practices for specific guidance and any needed safety precautions, due to the COVID-19 health crisis.

"Older adults at all levels of physical fitness are encouraged to participate in National Senior Health & Fitness Day," says Patricia Henze, National Senior Health & Fitness Day program manager. "Our event goals are to increase awareness of the benefits of regular exercise, and to encourage all older adults to take advantage of the many health and fitness activities offered in their communities, as well as online."

For more information about National Senior Health & Fitness Day, please visit www.fitnessday.com.

For more event details, please contact Patricia Henze at 1-800-828-8225, weekdays, 9-5 Central time. E-mail: info@fitnessday.com. Please note: the 800 number is for professional use, not for consumer publication. Thank you

###