

FACT SHEET

16th Annual National Women's Health & Fitness DaySM

"Make the Healthy Choice...Get Active!"



National Women's Health & Fitness Day, an annual event now in its 16th year, will be observed at more than 500 locations across the United States—all on the same day—Wednesday, September 27, 2017. This event—organized by the Health Information Resource CenterSM, a national information clearinghouse for professionals who work in consumer health markets—is the nation's largest health and wellness event for women.

Local organizations such as hospitals and health systems, Ys and health clubs, park and recreation districts, colleges and universities, retailers, senior centers, retirement communities, and more will host health and fitness activities encouraging women of all ages to enhance the quality of their lives through regular physical activity.

Activities will vary depending on the interests and fitness levels of the women participating in these locally planned events. These include walking events, exercise demonstrations, health screenings, and health information workshops. National Women's Health & Fitness Day is always held on the last Wednesday in September as part of *National Women's Health & Fitness WeekSM* activities during the last week in September every year.

The theme for 2017, *"Make the Healthy Choice...Get Active!"* was chosen from hundreds of entries submitted for the 2017 Women's Health & Fitness Day Theme contest. Marla Ramsey of Naples, Florida submitted the winning 2017 event theme. The National Women's Health & Fitness Day theme contest is an annual event held every spring.

National Sponsors for the 2017 National Women's Health & Fitness Day event include: National Recreation and Park Association, American Custom Publishing Corporation®, and the Health Information Resource CenterSM. State/Regional Sponsor: Standard Life and Accident.