

# ACTIVITY SUGGESTIONS

## Promotion

- I have distributed National Women's Health & Fitness Day<sup>SM</sup> posters to local sites where women may see them:
  - Health Clubs
  - Community Centers
  - Restaurants
  - Shopping Malls
  - Grocery Stores
  - Libraries
  - Houses of Worship
  - Senior Centers
  - Yoga Studios
  - Hair Salons

## Social Media

- Get accounts up and running
- Connect with us on Facebook and Twitter (visit [fitnessday.com](http://fitnessday.com))
- Create a social media plan for the event
- Choose staff to handle social media for event
- Share content and photos

## Publicity

- Contact local media for submission deadlines
- Prepare and send press materials
- Invite photographers and reporters from the following media to cover event:
  - Daily and community newspapers
  - Local radio and television stations

- Community newsletters
- Bulletins and newsletters of local religious organizations

## Local Support

- Contact local businesses, especially those whose clients focus on women, to contribute to or help underwrite the event
- Request support from the local health-care organizations listed below for pre-event exams and/or event screenings:
  - Hospitals
  - Paramedics (fire station)
  - Physicians/Nurses
  - Geriatric Specialists/  
Home Health Agencies
  - Nursing Homes
  - Managed Care Organizations (HMOs, etc.)
  - Restaurants, Health Food Stores

## Participant Registration

- Prepare registration and have them reviewed by administrators or legal staff as needed
  - Registration card
  - Event release and waiver of claims and release to use photos and video

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