**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 Women’s Health & Fitness Daysm**

Local Organization Part of National Event to Promote Healthy Lifestyles for Women

*(Insert city/state)* — *(insert organization name)* will join local groups across the country to celebrate the 15th Annual **National Women’s Health & Fitness Day** on September 28th, 2016. As an official host site, *(insert organization name)* will hold a *(insert brief description of organization’s event)* on the 28th. On this day, *(insert organization name)* will join with an estimated 500 organizations and 50,000 to 70,000 women of all ages across the country 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 women 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 Women’s Health & Fitness Day**

 **National Women’s Health & Fitness Day** is always held on the last Wednesday in September. The event showcases the many women's health resources available through local organizations hosting events on that day. The program is organized by the Health Information Resource Centersm and it is meant to encourage women to take control of their health: to learn the facts they need to make smart health choices, and to make time for regular physical activity.

For more information on Women's Health & Fitness Day, please contact Patricia Henze, program manager, at 1-800-828-8225, weekdays 8-6 Central time. E-mail: info@fitnessday.com