



## 32nd Annual National Senior Health & Fitness Day®

Fall Event: Wednesday, October 29, 2025

*The Nation's Largest Older Adult Health Promotion Event*

### What is National Senior Health & Fitness Day®?

*National Senior Health & Fitness Day* is an annual health and wellness event for older adults. For 32 years, the event was held the last Wednesday in May. This year we are introducing a new fall event set for Wednesday, October 29, 2025. There will now be two events every year: *National Senior Health & Fitness Day—Spring Event* in late May, and *National Senior Health & Fitness Day—Fall Event* in late October.

New Fall  
Event

Wednesday  
10/29/25

The Last  
Wednesday  
in October

### What Will Older Adults Do During the Event?

Local organizations throughout the country will host senior-related health and fitness events at retirement communities, Ys/health clubs, senior centers, park districts, hospitals, houses of worship, local aging groups, and other community locations. The local health and fitness activities will vary widely based on the organization hosting the event and the interests of the local seniors they work with. Activities will be non-competitive and may include walking events, low-impact exercises, health screenings and health information workshops.

### How Can My Organization Participate in National Senior Health & Fitness Day Events?

Local groups interested in hosting a *National Senior Health & Fitness Day* event must register in order to legally use the event name and logo, which are federal trademarks. Once you register, your organization is legally entitled to use the event name and logo, and you have access to the special program website with all of the materials and resources you need to host a successful event.



*"We love this event!  
It is one that our aging  
population looks  
forward to each year!"*

Matt Faull  
City of Flagstaff  
Flagstaff, AZ

*"It was a huge success!  
We had a lot of fun!"*

Chasidy Calantoni  
Director of Fitness & Wellness  
Solivita  
Poinciana, FL

*"This was the first year  
for Senior Day at our  
community. I hope to  
make it bigger and better  
each year!"*

Lisa Dario  
Resident Programs Manager  
Amber Park  
Cincinnati, OH

*"Senior Day is a perfect  
way to have our seniors  
recognized during Older  
Americans Month."*

Wilma Witte  
Director  
RSVP Program  
Richmond, MO

*"Thank you for your  
support. I am so glad I  
heard about your program.  
I am already making plans  
for next year!"*

Rachel Horton  
Service Coordinator  
Wesley Jackson Highlands  
Jackson, TX

## Questions?

Contact Patricia Henze,  
Executive Director, at  
1-800-828-8225  
or email  
info@fitnessday.com

# My Organization is Interested in Hosting a Fall Senior Day Event.

## What's the Next Step?

1

Visit <https://fitnessday.com> to register your organization for the event. Fall registration opens in July. All groups interested in participating in *National Senior Health & Fitness Day*® must register in order to legally use the event name and logo, which are federal trademarks. There is normally a \$34.95 event registration fee, but there are a limited number of free registrations available.

2

Once you register, we will quickly e-mail you online access to the official event website, which includes all of the resources you will need to plan and host a successful fall event on Wednesday, October 29th. Among the materials on the event website: official event logos (in several digital formats); activity ideas; copyright-free senior health information pages to hand out to your participants; sample event forms; and access to the Senior Day store with the official 2025 event promotional items (T-shirts, pens, posters, etc.).

## Who Organizes Senior Health & Fitness Day?

*National Senior Health & Fitness Day* is a public/private good health partnership organized by the Mature Market Resource Center (MMRC), a 34-year old national clearinghouse for professionals who work in older adult markets. The MMRC coordinates all *Senior Health & Fitness Day* host site registrations and national event promotion and publicity, along with the sale and distribution of official event incentive items—T-shirts, buttons, pens, bags, etc.

In addition to *National Senior Health & Fitness Day*, other well-known MMRC programs include the 33-year old National Mature Media Awards<sup>SM</sup> ([seniorawards.com](http://seniorawards.com)), and the New Product & Technology Awards® ([agingawards.com](http://agingawards.com)), recognizing innovative products and services for older adults and their families.

## My Company is Interested in Exclusive Event Sponsorship Opportunities. Where Can I Get More Information?

There are a limited number of brand/category exclusive sponsorship opportunities for companies interested in reaching thousands of active older adults participating in fall *National Senior Health & Fitness Day* events throughout the U.S. For more information on the many event sponsorship benefits available to your organization, please visit [fitnessday.com/sponsor](https://fitnessday.com/sponsor), or contact Gary W. Ford: [gford@fitnessday.com](mailto:gford@fitnessday.com); phone: 1-800-828-8225.