

FACT SHEET

23rd Annual National Senior Health & Fitness Day[®]

“Improve Your Health for a Better Self!”

National Senior Health & Fitness Day, an annual event now in its 23rd year, will be observed at more than 1,000 local sites across the United States—all on the same day—Wednesday, May 25, 2016. This event (organized by the Mature Market Resource Center, a national information clearinghouse for the 50-plus market) is the nation’s largest health and wellness event for older adults.

Local organizations such as senior centers, park and recreation departments, retirement communities, hospitals, banks, houses of worship, area agencies on aging, and health clubs will host senior-related health and fitness activities encouraging all older adults to enhance the quality of their lives through regular physical activity. Activities will vary depending on the interests and fitness levels of the seniors participating at these locally planned events. These may include walking events, exercise demonstrations, health screenings, and health information workshops.

National Senior Health & Fitness Day is always held on the last Wednesday in May as part of *Older Americans Month* and *National Physical Fitness and Sports Month* activities. The theme for 2016, *“Improve Your Health for a Better Self!”* was chosen from nearly one thousand entries in a slogan contest for older adults. Heather Ries-Mueller of Mequon, Wisconsin submitted the winning theme. The Senior Day theme contest is an annual event held every fall.

2016 Senior Health & Fitness Day National and State Event Sponsors include *AARP Medicare Supplement Insurance Plans insured by UnitedHealthcare Insurance Company*, the *National Recreation and Park Association*, *UPMC Health Plan*, *Humana*[®], and *American Custom Publishing*[®].

