

FACT SHEET

25th Anniversary — National Senior Health & Fitness Day[®]

2018 Event Theme:

“Active Today...Healthier Tomorrow!”

National Senior Health & Fitness Day, an annual event celebrating its 25-year anniversary this year, will be observed by more than 1,000 local organizations across the United States on Wednesday, May 30th, 2018.

This event, organized by the *Mature Market Resource CenterSM*, a national clearinghouse for professionals who work in senior markets, is the nation’s largest older adult health and wellness event, and always held the last Wednesday in May.

On Wednesday May 30th, more than 100,000 older adults will participate in *National Senior Health & Fitness Day* events across the country on the same day. Local organizations hosting local activities includes senior centers, park and recreation departments, retirement communities, hospitals and health systems, Ys and health clubs, Medicare health plans, local aging organizations, houses of worship, and more. These local senior health and wellness events will encourage older adults to enhance the quality of their lives through regular physical activity.

Event activities will vary depending on the interests of seniors in local communities. Example include health fairs, fitness walks, exercise demonstrations, health screenings, presentations by health and fitness experts, and more.

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This year’s 25th Anniversary theme: “Active Today...Healthier Tomorrow!” was submitted by Patricia Hamm of Camarillo, California. Ms. Hamm’s winning theme was selected from nearly 1,000 entries as part of the annual *National Senior Health & Fitness Day* Theme Contest, held every fall. She received a \$350 prize for her winning entry.

