

# 2018 National Senior Health & Fitness Day Theme Contest

For the 25th Annual National Senior Health & Fitness Day, we need a catchy, clever slogan to help focus attention on the importance of regular physical activity for older adults.



## The slogan should be:

- a short phrase or sentence
- no longer than 2 lines
- positive and have an upbeat message
- original—something you came up with

## Recent winning themes:

*“Improve Your Health for a Better Self!” • “Make a Move Toward Better Health!” • “Fitness... A Lifetime Investment!” • “Activity—A Choice You Can Live With!” “Get Moving...It’s a Step in the Right Direction!” • “Make Fitness a Goal for Life!” • “With Movement...There’s Improvement!”*

## Prize:

A \$350 cash prize will be awarded to the national winner. The slogan will appear on selected National Senior Health & Fitness Day promotional materials! The contest is open to adults ages 50+.

My NSHFD Theme Idea for 2018: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Daytime Phone \_\_\_\_\_ E-mail (if available) \_\_\_\_\_

I confirm that I am 50 years of age or older.

### Mail your entry to:

National Senior Health & Fitness Day  
2018 Theme Contest  
P.O. Box 883  
Libertyville, IL 60048-0883

### E-mail your entry to:

info@fitnessday.com

### Fax your entry to:

847-816-8662

### Entry Deadline:

**January 26, 2018**