*(Insert date)* Contact info: *(Insert media contact name) (Insert contact’s phone)****(Insert your organization’s name)* Plans National Senior Health & Fitness Day® Celebration on Wednesday, May 31st** Local Organization Part of National Event to Promote Healthy Lifestyles for Older Adults

*(Insert city/state)* — *(insert your organization’s name)* joins an estimated 1,000 local groups to celebrate the 24th Annual National Senior Health & Fitness Day® on Wednesday, May 31st, 2017. As an official host site for this national older adult health and wellness event, *(insert your organization’s name)* is planning the following activities on May 31st: *(insert brief description of organization’s event)* The goal of National Senior Health & Fitness Day is to showcase what local groups are doing around the country to help keep seniors healthy and fit. On this day, *(Insert your organization’s name)* will be part of events with an estimated 100,000 older adults to help promote the importance of regular physical activity.

According to *(insert your spokesperson’s name)*, “Our National Senior Health & Fitness Day® eventis a wonderful opportunity to show our commitment to helping seniors in our community improve their health and wellness *(or insert your own quotation here)*.” *(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 Senior Health & Fitness Day®***National Senior Health & Fitness Day is always held on the last Wednesday in May in support of Older Americans Month and National Physical Fitness and Sports Month. The program, the largest of its kind, is organized by the Mature Market Resource Center, a national clearinghouse for professionals who work with older adults. For more information about National Senior Health & Fitness Day, visit* [*fitnessday.com*](http://fitnessday.com/)*.*