



Always Held the Last Wednesday in September and Celebrated by Thousands of Women at More Than 1,000 Locations Across the Country on the Same Day!

Wednesday, September 30, 2009

## FACT SHEET

### *8th Annual*

# National Women's Health & Fitness Day<sup>SM</sup>

*"Activity is a habit you can live with!"*

*National Women's Health & Fitness Day* is the nation's largest annual health promotion event for women of all ages. The 2009 event is set for September 30, and in future years, will always be held on the last Wednesday in September. This unique national program – with participation by local organizations throughout the U.S. – focuses attention on the importance of regular physical activity and health awareness for women. The event is similar in concept to its "sister" event *National Senior Health & Fitness Day* – the nation's largest older adult health promotion program held every May.

More than 1,000 local organizations throughout the country will host women's health and fitness events at senior centers, hospitals, health clubs, park and recreation districts, local health and service organizations, schools, retirement communities, houses of worship, and other community locations. Local health and fitness activities will vary widely based on the organizations hosting the events and the interests of local women in these communities. Activities will be non-competitive and may include walking events, exercise demonstrations, health screenings and health information workshops. An estimated 100,000 women are expected to participate in these local activities.

The theme for 2009, *"Activity is a habit you can live with!"* was chosen from among hundreds of entries in a theme contest. Ruth Underhill of East Peoria, IL submitted the winning theme. The Women's Health & Fitness Day theme contest is held every spring.

*National Women's Health & Fitness Day* is a public/private good health partnership organized by the Health Information Resource Center<sup>SM</sup> (HIRC), a national clearinghouse for consumer health information professionals.