What is National Senior Health & Fitness Day®?

National Senior Health & Fitness Day is a nationwide health and fitness event for older adults, always held the last Wednesday in May during Older Americans Month. 2020 will mark the 27th anniversary of the program, and more than 120,000 older adults will participate at local events at more than 1,200 locations across the country on the same day.

The event’s goals are to promote the importance of regular physical activity, and to showcase what local organizations are doing to improve the health and fitness of older adults in their communities.

What Will Older Adults Do On This Day?

Local organizations throughout the country will host senior-related health and fitness events at retirement communities, health clubs, senior centers, park districts, hospitals, YMCAs, houses of worship, banks and other community locations. The local health and fitness activities will vary widely based on the organization hosting the event and the interests of local seniors. Activities will be non-competitive and may include walking events, low-impact exercises, health screenings and health information workshops.

How Can My Organization Participate in Senior Health & Fitness Day?

A National Senior Health & Fitness Day event registration form will be available in January, 2020. Once you register to become an official site, your organization is legally entitled to use the event name and logo. You are also eligible to order event incentive items—T-shirts, buttons, handout bags, etc., and receive special samples/coupons from our sponsors. See more details about the event registration on the next page.
My Organization is Interested in Hosting a 2020 Senior Day Event.

What’s the Next Step?

1. Visit [www.fitnessday.com](http://www.fitnessday.com) to register your organization for the event. All groups interested in hosting a 2020 National Senior Health & Fitness Day® event must register in order to legally use the name and logo, which are federal trademarks. There is a small event registration fee which includes the license to use the National Senior Health & Fitness Day name and logo, and a valuable event registration packet with all of the resources you will need to plan and host a successful event.

2. Once you register, we will quickly e-mail you online access to the official Senior Day program website, which includes all of the materials and resources you will need to host a successful event on Wednesday, May 27, 2020. Among the resources you will find on the event website: official event logos (in several digital formats); activity ideas; copyright-free senior health information pages to hand out to your participants; sample event forms; and access to the Senior Day store with the official 2020 event promotional items (T-shirts, pens, posters, etc.).

Who Organizes Senior Health & Fitness Day?

National Senior Health & Fitness Day is a public/private good health partnership organized by the Mature Market Resource Center℠ (MMRC), a 29-year old national clearinghouse for professionals who work in older adult markets. The MMRC coordinates all Senior Day host site registrations and national event promotion and publicity, along with the sale and distribution of official event incentive items—T-shirts, buttons, pens, bags, etc.

In addition to National Senior Health & Fitness Day, other MMRC programs and activities include the 29-year old National Mature Media Awards℠ (seniorawards.com), the Mature Fitness Awards USA® (fitnessday.com/mfa), the nation’s first fitness recognition program for older adults, and the New Product & Technology Awards® (agingawards.com), recognizing innovative products and services for older adults and their families.

My Company is Interested in Sponsorship Opportunities. Where Can I Get More Information?

Every year, there are a limited number of brand/category exclusive sponsorship opportunities for companies interested in reaching thousands of active older adults participating in Senior Health & Fitness Day events on a national, state or regional level.

For more information on how your company can get involved with Senior Day, please visit fitnessday.com/sponsor, or contact Gary W. Ford: gford@fitnessday.com; phone: 1-800-828-8225.