What is National Senior Health & Fitness Day®?

*National Senior Health & Fitness Day* is a nationwide health and fitness event for older adults, traditionally held the last Wednesday in May. With the year’s coronavirus crisis, we have created two events for 2020: *National Senior Health & Fitness Day: 2020 Virtual Event* on May 27th, and the actual event, now set for Wednesday, October 28th. An estimated 100,000 older adults will participate in either the virtual or actual events this year at more than 1,000 locations across the country.

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, Ys/health clubs, senior centers, park districts, hospitals, houses of worship, local aging groups, and other community locations. The local health and fitness activities will vary widely based on the organization hosting the event and the interests of the local seniors they work with. 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?

Local groups interested in hosting a *National Senior Health & Fitness Day* event on October 28th, must register in order to legally use the event name and logo, which are federal trademarks. Once you register, your organization is legally entitled to use the event name and logo and you have access to the special program website with all of the materials and resources you need to host a successful event this fall.

*Note: If CDC guidance on seniors safely participating in group activities has not changed by early October, the Wednesday, October 28th National Senior Health & Fitness Day event will be held virtually.*
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 participating in National Senior Health & Fitness Day® this fall must register in order to legally use the event name and logo, which are federal trademarks. There is normally a $34.95 event registration fee, but for 2020, this fee is being waived to encourage more groups to participate.

2. Once you register, we will quickly e-mail you online access to the official event website, which includes all of the resources you will need to plan and host a successful event on Wednesday, October 28th. Among the materials 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 Health & Fitness 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 National Senior Health & Fitness Day events throughout the U.S. For more information on how your company can get involved with the event, please visit fitnessday.com/sponsor, or contact Gary W. Ford: gford@fitnessday.com; phone: 1-800-828-8225.

Questions?
Contact Patricia Henze, Executive Director, at 1-800-828-8225 or email info@fitnessday.com