



Always Held the Last Wednesday in September and Celebrated by Thousands of Women at More Than 1,400 Locations Across the Country on the Same Day!

Wednesday, September 29, 2010

## **Ninth Annual National Women's Health & Fitness Day<sup>SM</sup> The Nation's Largest Women's Health Promotion Event Wednesday, September 29, 2010**

### ***Executive Summary – Sponsorship Opportunities***

- On Wednesday, September 29, 2010, an estimated 1,400 organizations will host local women's health events in major markets across the country. Local 2010 *Women's Health & Fitness Day* host organizations will include health clubs, hospitals, senior centers, park & recreation departments, colleges and universities, women's service organizations, retirement communities and more!
- An estimated 100,000+ women are expected to participate in these local events, which will include health and fitness demonstrations and health information exhibits/workshops.
- National event sponsors will have access to these 1,400 local events for product demonstrations, information distribution, sampling, drawings, contests, etc.
- Sponsors receive product category exclusivity for the 2010 event and the right of first refusal for sponsorship of the 2011 *National Women's Health & Fitness Day*. National sponsors also receive an ad/coupon, with category exclusivity, in the 2011 *Women's Health Planner*. 25,000 copies of this unique, year-round health education pocket planner calendar will be distributed this fall to organizations that participated in National Women's Health & Fitness Day.
- Recent national/regional sponsors for Women's Day include the American Heart Association, Actonel, Idaho Potato Commission, National Council on Aging, Novo Nordisk • Ask.Screen.Know., Quaker Nutrition for Women, Together Rx Card, the U.S. Office on Women's Health, CVS/pharmacy®, Ladies' Home Journal®, and Endo Pharmaceuticals Inc.

***For a complete sponsorship proposal, please contact Carrie Farella or Gary Ford,  
Health Information Resource Center at 1-800-828-8225 or e-mail: [info@fitnessday.com](mailto:info@fitnessday.com)  
Visit our Website: [www.fitnessday.com/whfd](http://www.fitnessday.com/whfd)***