

ACTIVITY SUGGESTIONS

Promotion

- I have distributed National Senior Health & Fitness Day posters to local sites where seniors frequently gather:
 - Community Centers
 - Houses of Worship
 - Hospitals
 - Restaurants
 - Shopping Malls
 - Grocery Stores
 - Senior Centers
 - Libraries

Social Media

- Get accounts up and running
- Connect with us on Facebook and Twitter (visit fitnessday.com)
- Create a social media plan for the event
- Choose staff to handle social media for event
- Share content and photos

Publicity

- I have contacted local media concerning their submission deadlines;
- I have prepared my press materials;
- I have sent my press materials;
- I have invited reporters and photographers from the following local media to cover the event:
 - Daily and community newspapers
 - Television and radio stations

- Local community newsletters
- Bulletins and newsletters of local religious organizations

Local Support

- I have contacted local businesses, especially those whose clients include seniors, to contribute to or help underwrite the event.
- I have requested support from local healthcare organizations listed below for pre-event exams and/or event screenings:
 - Hospitals
 - Paramedics
 - Physicians/Nurses
 - Geriatric Specialists/Home Health Agencies
 - Nursing Homes
 - Managed Care Organizations (HMOs, etc.)
 - Restaurants, Health Food Stores

Participant Registration

- I have prepared the following registration materials I need and have had them reviewed by administrators or legal staff as needed.
 - Registration Card
 - Event Release and Waiver of Claims and Release to Use Photos and Tape

continued

