**SAMPLE NEWS RELEASE**

Customize this press release, print it on your letterhead, and submit it to your local television, radio, and print media outlets to promote your event. Send the press release alone or as part of a press packet.

*(Insert date)* Contact: *(Insert media contact name) (Insert contact phone)****(Insert organization name)* Celebrates National Senior Health & Fitness Day®** Local Organization Part of National Event to Promote Healthy Lifestyles for Older Adults – 2024 Theme: *“Make Fitness Your Friend for Life!”*

*(Insert city/state)* — *(insert organization name)* will join an estimated 1,000 local groups to celebrate the 31st Annual National Senior Health & Fitness Day (NSHFD) on Wednesday, May 29th, 2024. As an official host site, *(insert organization name)* will hold a *(insert brief description of organization’s event)* on one or both of this day.

*(insert organization name)* will join with an estimated 100,000 seniors across the country expected to help promote active, healthy lifestyles through physical fitness, good nutrition and preventive care.

“Older adults at all levels of physical fitness are encouraged to participate in National Senior Health & Fitness Day,” says Patricia Henze, National Senior Health & Fitness Day program manager. “Our event goals are to increase awareness of the benefits of regular exercise, and to encourage all older adults to take advantage of the many health and fitness activities offered in their communities, as well as online.”

According to *(insert your spokesperson’s name)*, “Our *(insert event/activity name)* is a wonderful opportunity for seniors to make, renew, and revitalize their commitment to live healthier lives through better health and fitness *(or insert your own quotation)*.” *(Insert a paragraph that details key aspects of your event(s), including location(s) and time(s).)* For more information about *(insert event/activity name)*, please contact (insert staff contact and phone number/e-mail address). **About National Senior Health & Fitness Day®**National Senior Health & Fitness Day is the largest event of its kind, organized by the Mature

Market Resource Center, a national clearinghouse for professionals who work with older adults.

For more information about National Senior Health & Fitness Day, visit fitnessday.com.