



Wednesday, May 29, 2024

2024 Event Theme: "Make Fitness Your Friend for Life!"

PRESS RELEASE

For Immediate Release

31st Annual National Senior Health & Fitness Day® Set for Wednesday, May 29th

On Wednesday, May 29, 2024 *National Senior Health & Fitness Day®* will celebrate its 31st anniversary as the nation's largest older adult health and wellness event. On this date, more than 1,000 organizations across the U.S. will host local events for 100,000+ older adults across the country on the same day.

Each year a contest is held to select a theme for the upcoming event. The winning theme for the 2024 event — "*Make Fitness Your Friend for Life!*" — was submitted by Carolyn Workman from the Rockport, MA area. The submission was selected from among a thousand entries, and they won a \$300 prize for the entry.

Organizations interested in hosting local *National Senior Health & Fitness Day* events must register every year in order to legally use the event name and logo, which are federal trademarks. Local groups that register are given the license to legally use the event name and logo, along with access to the official event website, which features all of the materials and resources they need to plan and host a successful *National Senior Health & Fitness Day* event. Registration also includes a number of additional benefits: a free subscription to the official event e-newsletter, the license to purchase official event promotional items; and more. The 2024 event registration fee is \$34.95 per location, but there are a limited number of free event registrations available courtesy of one of the 2024 national sponsors.

Examples of local organizations that host *National Senior Health & Fitness Day* events include senior centers, retirement communities, park and recreation districts, Ys and health clubs, Area Agencies on Aging, hospitals and health systems, health plans, health care providers, service organizations, houses of worship, and many more.