



Wednesday, May 31, 2023

2023 Event Theme: *“Move More to Do More!”*

PRESS RELEASE

For Immediate Release

30th Annual National Senior Health & Fitness Day[®] Set for Wednesday, May 31st

On Wednesday, May 31, 2023 *National Senior Health & Fitness Day[®]* will celebrate its 30th 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 both the 2023 event — *“Move More to Do More!”* — was submitted by Jennifer Casale and Meredith Holmquist of Delmar, New York. Their submission was selected from among a thousand entries, and they won a \$300 prize for their 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 2023 event registration fee is \$35 per location, but there are a limited number of free event registrations available courtesy of one of the 2023 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.

A National Older Adult Health & Wellness Event Organized by the Mature Market Resource Center[®]

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Types of activities held across the country during the event include mini-health fairs, exercise demonstrations, health presentations, screenings, and fitness walks. Google “*National Senior Health & Fitness Day*,” to see the variety of local senior health and wellness events held during this event. For more event and registration information, please visit <https://fitnessday.com> .

National Senior Health & Fitness Day is organized as a public/private good health partnership by the *Mature Market Resource Center* (MMRC), a 34-year old national clearinghouse for professionals who work with older adults.

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 executive director. “Our goals for Senior Day are to make exercise fun, to increase awareness of the benefits of a regular exercise program for older adults, and to encourage all older adults to take advantage of the many health and fitness programs offered in their communities, as well as on the Internet.”

Note To Editors:

For more event details, please contact Patricia Henze at 1-800-828-8225, weekdays, 8-6 Central time. E-mail: info@fitnessday.com. The event website: <https://fitnessday.com>. Please note: the 800 number is for professional use, not for consumer publication. Thank you.

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