33rd Annual National Senior Health & Fitness Day®

The Nation's Largest Older Adult Health Promotion Event

2026 Theme: ***"Move a Little... Live a Lot!"***

What is National Senior Health & Fitness Day®?

National Senior Health & Fitness Day is an annual health and wellness event for older adults. For 32 years, the event was held the last Wednesday in May. There will now be two events every year: *National Senior Health & Fitness Day—Spring Event* in late May, and *National Senior Health & Fitness Day—Fall Event* in late October. The fall event will take place on Wednesday, October 28th.

What Will Older Adults Do During the Events?

Local organizations throughout the country will host senior-related health and fitness events at retirement communities, Ys/health clubs, senior centers, park districts, hospitals, houses of worship, local aging groups, and other community locations. The local health and fitness activities will vary widely based on the organization hosting the event and the interests of the local seniors they work with. Activities will be non-competitive and may include walking events, low-impact exercises, health screenings and health information workshops.

How Can My Organization Participate in National Senior Health & Fitness Day Events?

Local groups interested in hosting a *National Senior Health & Fitness Day* event must register in order to legally use the event name and logo, which are federal trademarks. Once you register, your organization is legally entitled to use the event name and logo, and you have access to the special program website with all of the materials and resources you need to host a successful event.

Spring Event
Wednesday
May 27, 2026
The Last Wednesday in May

Fall Event
Wednesday
October 28, 2026
The Last Wednesday in October

Website
fitnessday.com

My Organization is Interested in Hosting a National Senior Health & Fitness Day Event.

What's the Next Step?

1. Visit **fitnessday.com** to register your organization for the event. Spring registration opens in January. All groups interested in participating in *National Senior Health & Fitness Day*® must register in order to legally use the event name and logo, which are federal trademarks. There is normally a $34.95 event registration fee, but there are a limited number of free registrations available.

2. Once you register, we will quickly e-mail you online access to the official event website, which includes all of the resources you will need to plan and host a successful event. Among the materials on the event website: official event logos (in several digital formats); activity ideas; copyright-free senior health information pages to hand out to your participants; sample event forms; and access to the Senior Day store with the official 2026 event promotional items (T-shirts, pens, posters, etc.).

Who Organizes Senior Health & Fitness Day?

National Senior Health & Fitness Day is a public/private good health partnership organized by the Mature Market Resource Center (MMRC), a 35-year old national clearinghouse for professionals who work in older adult markets. The MMRC coordinates all *Senior Health & Fitness Day* host site registrations and national event promotion and publicity, along with the sale and distribution of official event incentive items—T-shirts, buttons, pens, bags, etc.

In addition to *National Senior Health & Fitness Day*, other well-known MMRC programs include the 35-year old National Mature Media Awards℠ (seniorawards.com), and the New Product & Technology Awards® (agingawards.com), recognizing innovative products and services for older adults and their families.

My Company is Interested in Exclusive Event Sponsorship Opportunities. Where Can I Get More Information?

There are a limited number of brand/category exclusive sponsorship opportunities for companies interested in reaching thousands of active older adults participating in *National Senior Health & Fitness Day* events throughout the U.S. For more information on the many event sponsorship benefits available to your organization, please visit fitnessday.com/sponsor, or contact Gary W. Ford: gford@fitnessday.com; phone: 1-800-828-8225.

"We love this event! It is one that our aging population looks forward to each year!"

Matt Faull
City of Flagstaff
Flagstaff, AZ

"It was a huge success! We had a lot of fun!"

Chasidy Calantoni, Director of Fitness & Wellness
Solivita
Poinciana, FL

"This was the first year for Senior Day at our community. I hope to make it bigger and better each year!"

Lisa Dario
Resident Programs Manager
Amber Park
Cincinnati, OH

"Senior Day is a perfect way to have our seniors recognized during Older Americans Month."

Wilma Witte
Director
RSVP Program
Richmond, MO

"Thank you for your support. I am so glad I heard about your program. I am already making plans for next year!"

Rachel Horton
Service Coordinator
Wesley Jackson Highlands
Jackson, TX

Questions?
Contact Patricia Henze, Executive Director, at **1-800-828-8225** or email **info@fitnessday.com**