

2025 National Senior Health & Fitness Day Theme Contest

For our 32nd Annual National Senior Health & Fitness Day®, we are looking for a catchy, clever slogan to help focus attention on the importance of regular physical activity for older adults.



32nd Annual Event: Wednesday, May 28, 2025

The slogan should be:

- a short phrase or sentence
- no longer than 2 lines
- positive and have an upbeat message
- original—something you came up with

Recent winning themes:

“Move More to Do More!” • “Exercise Your Way to a Better Day!” • “Life is Better in Motion!” • “Activity—A Choice You Can Live With!” • “Get Moving...It’s a Step in the Right Direction!” • “Make Fitness a Goal for Life!” • “With Movement...There’s Improvement!”

Prize:

A \$250 cash prize will be awarded to the national winner. The slogan will appear on selected National Senior Health & Fitness Day promotional materials! The contest is open to adults ages 50+.

My theme contest entry for the 32nd Annual National Senior Health & Fitness Day: _____

Name _____

Address _____

City/State/Zip _____

Daytime Phone _____ E-mail (if available) _____

I confirm that I am 50 years of age or older.

Mail your entry to:

National Senior Health & Fitness Day
2025 Theme Contest
P.O. Box 883
Libertyville, IL 60048-0883

E-mail your entry to:

info@fitnessday.com

Event details:

fitnessday.com

Entry Deadline:

January 17, 2025