

Press Release



FOR IMMEDIATE RELEASE

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Live 2 B Healthy® and (insert community name) Celebrates 25th Anniversary of National Senior Health & Fitness Day®

Local Organization Part of National Wellness Event to Promote Healthy Lifestyles for Older Adults

2018 Event Theme: "Active Today...Healthier Tomorrow!"

(Insert city/state) — (insert your organization name) will join an estimated 1,000 local groups to celebrate the 25th Anniversary of National Senior Health & Fitness Day® (NSHFD) on Wednesday, May 30, 2018. As an official event site, (your organization name) will hold a (insert brief description of organization's event) on May 30th.

On this day, (your organization name) will join an estimated 100,000 older adults across the country participating in local activities to help promote active, healthy lifestyles through physical activity, good nutrition, and preventive care.

According to (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, including location and time.) For more information about the (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 always held on the last Wednesday in May, and this year's special 25th anniversary event is set for Wednesday, May 30th. The program, the largest senior wellness event of its kind, is organized by the Mature Market Resource CenterSM, a national clearinghouse for professionals who work with older adults. For more information about National Senior Health & Fitness Day, please visit fitnessday.com, or e-mail info@fitnessday.com.

For more information please contact Mike Pap at 605.359.0004