



\$250 Prize Awaits Winner of National Senior Health & Fitness Day Theme Contest

Senior health and wellness event organizers seek creative, inspiring slogan for 32nd annual celebration expected to draw 100,000+ participants nationwide


LIBERTYVILLE, IL, UNITED STATES, January 13, 2025 /EINPresswire.com/ -- Mark your calendars for Wednesday, May 28, 2025 - the 32nd annual National Senior Health & Fitness Day. As the nation's largest health and wellness event for older adults, this celebration brings together more than 100,000 participants at over 1,000 locations across the country, all on a single day. The event takes place each year on the last Wednesday in May. To learn more, visit fitnessday.com.

Creative minds age 50 and better are invited to participate in this year's theme contest, offering the chance to make their mark on this nationwide celebration of senior wellness. The winning theme will be featured on official event promotional materials and earn its creator a \$250 prize.

The ideal theme will capture the spirit of active aging in a concise, memorable phrase. Contest organizers are seeking positive, upbeat health messages that inspire older adults to embrace physical activity. Submissions should be limited to two lines and must be original work.

Past winning themes have demonstrated the power of simple, motivational messaging:

- "Make Fitness Your Friend for Life!"
- "Move More to Do More!"
- "Exercise Your Way to a Better Day!"
- "Activity—A Choice You Can Live With!"
- "With Movement...There's Improvement!"



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

All entries become property of the Mature Market Resource Center, organizer of National Senior Health & Fitness Day. Contest void where prohibited by law.

Participants may submit multiple entries, offering several opportunities to craft the perfect slogan. The winning theme will help shape the narrative of this important national health observance while promoting the vital message of staying active throughout life.

The contest deadline is this Friday, January 17th, 2025. Entries can be submitted via email to info@fitnessday.com or mailed to:

2025 National Senior Health & Fitness Day Theme Contest
c/o Mature Market Resource Center
328 W. Lincoln Ave.
Libertyville, IL 60048

Mailed entries should include the contestant's address and daytime phone number.

The selected theme will be featured on official National Senior Health & Fitness Day promotional materials, reaching thousands of event organizers and participants across the country. Don't miss this opportunity to contribute to a nationwide movement promoting senior health and wellness.

Pat Henze
National Senior Health & Fitness Day
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