

## Imaginative Events to Promote Physical Activity

Whether you're an employer, senior center, or community organization, promoting physical activity is a great theme for an event or program. Here are just a few ideas that can get people 50 and older up and moving!

### Employers

- Sponsor a walk-a-thon to raise funds for a charity that your organization supports.
- Hold a "Use the Stairs, Not the Elevator" contest. Offer a prize to the employee who uses the stairs the most days during a month.
- If you're able, provide step-counters to employees and set group goals—departments can compete against each other for bragging rights.

### Senior Centers

- Plan a Senior Olympics day with activities that take advantage of your fitness facilities, perhaps to coincide with National Senior Health and Fitness Day in May.
- Create a suggestion box for "Fitting Exercise Into My Busy Day" ideas. Post new ideas each week for all to see.
- **Go4Life Day!** Promote the **Go4Life** website resources, such as the free guide and DVD, exercises, success stories, and tip sheets. Encourage members to participate in trainer-led demonstrations of the **Go4Life** exercises.

### Community Organizations

- Include fitness classes in your next health fair.
- Post a sign-up sheet for volunteers to help kids walk to and from school in groups. What a great way to start the day!
- Partner with your local parks and recreation department to host a monthly hike or bike event for seniors.



### Quick Tip

To encourage older adults to make physical activity a routine, include exercise events throughout the year.

### VISIT

[www.nia.nih.gov/Go4Life](http://www.nia.nih.gov/Go4Life)

- Print useful tools.
- Order free exercise guides, DVDs, posters, and bookmarks.
- Share stories about your successful events.

