[Customize the headline to highlight a particular event or angle.]

FOR IMMEDIATE RELEASE

Contact: [your name, organization, phone and e-mail]

**Adventures big and small are planned for Active Aging Week in September**

Older adults set to explore new adventures during Active Aging Week, September 21-22, 2014

[Your city and date] It's never too late to experience new adventures, whether they are big or small. An adventure can mean a physical trip, or a destination of the heart and mind. Older adults will free their adventurous spirits during Active Aging Week, the annual health promotion event being held September 21-22, 2014.

Active Aging Week, organized by the International Council on Active Aging®, is a weeklong observance that celebrates adults ages 50 and older as fully participating members of society and promotes the benefits of leading an active and engaged lifestyle. It also highlights the ability of older adults to live well, regardless of age or health conditions.

In 2014, the Active Aging Week theme of "Let the adventure begin" is a reminder that trying new things, or digging deeper into a favorite activity, is one way that older adults stay mentally and physically healthy.

[Your organization’s name] is participating in Active Aging Week by hosting:

[Your activity], on [day and date] at [time]

[Your activity], on [day and date] at [time]

[Indicate if your community is hosting a Fall Prevention Awareness Day event on Tuesday, Sept. 23.]

[If appropriate, add a website or location where there is a full schedule of events.]

[Add a quote here from a spokesperson from your organization that explains why you are offering these events. Look for a quote that makes the activities relevant to the interests of your local population.]

To join in, [give instructions for participation. Do people need to register or just show up? Provide the location.]

"Each year more organizations host Active Aging Week, bringing together older adults, youth, family and friends for days of new adventures, education and fun,” explains Colin Milner, CEO of International Council on Active Aging. “These events, all designed at a local level, showcase the abilities of older adults, and link them to options for active living, which promotes health, well-being and important community connections.”

Let the adventures begin.

The sponsors of Active Aging Week 2014 are EnerG by Aegis™, SilverSneakers® and SilverSneakers Flex, Institute for Preventive Foot Health, Falls Free/National Council on Aging, Performance Health Systems and Thorlo.

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About Active Aging Week®

Website: www.icaa.cc/aaw.htm

Active Aging Week is an annual event held the last full week of September (prior to October 1, International Day of Older Persons). The week was initiated by the International Council of Active Aging to give as many older adults as possible the means to experience activities and exercise in a safe, friendly and fun atmosphere. During the week, host organizations provide a variety of free activities, such as classes, educational seminars, access to fitness facilities, health fairs and community walks.

About [Your Organization]

Website:

[Add the one paragraph description of your organization from the website or other public relations materials.]

About International Council on Active Aging®

Website: www.icaa.cc

ICAA, a professional association that leads, connects and defines the active-aging industry, supports professionals who develop wellness facilities, programs and services for adults over 50. The association is focused on active aging—an approach to aging that helps older adults live as fully as possible within all dimensions of wellness—and provides its members with education, information, resources and tools.