



*There's a new definition of "personal best" that anyone can achieve. It's not about a peak time or distance in sports. It's about overcoming obstacles, surviving challenges and staying motivated throughout your life. This results in greater longevity and a healthy, active lifestyle – **and that is your Personal Best!***

The NSGA Personal Best Program

A Health and Wellness Initiative of the National Senior Games Association

Purpose

- The National Senior Games Association is dedicated to promote health and wellness for adults 50 and over through education, fitness and sport. To help meet this mission, in 2013 NSGA introduced a new definition of "personal best" to drive a healthy aging message.
- Senior athletes provide the best examples of Personal Best attitude. Their diverse stories reveal how they strive to overcome obstacles, meet challenges, inspire others and exhibit positive behavior to reach goals that go well beyond their athletic competition. NSGA selects Personal Best athletes and archives their interviews on the Personal Best web page at www.NSGA.com.
- Each year NSGA makes several "Personal Best Tour" featured athlete presentations at events around the country. They may be conducted at state senior games, community events or media events. The purpose is to assist our state games partners to energize all athletes to be wellness ambassadors, and to create media opportunities to spread the active aging message to the public.
- In addition to spreading the core message calling for everyone to be more active, the tour also seeks to increase public awareness about the Senior Games Movement and to invite people 50 and over to participate in state and local Senior Games or Senior Olympics available to them in that state.

Personal Best Key Messages

- Every eight seconds a Baby Boomer turns 50, and by 2020 the U.S. population over 65 will nearly triple. It is critical to motivate aging Americans to keep active to achieve their best health and wellness.
- Personal Best athletes are role models to their families and peers, not only as athletes but as lifestyle examples anyone can identify with.
- NSGA is challenging all people to "**Be YOUR Personal Best...for LIFE!**" Everyone can do something to be more active, whether they choose to play sports or not.
- Every athlete in the Senior Games Movement displays the same kind of Personal Best example. Their participation offers a pathway for others to "get in the game" for better health and wellness through fitness, fun and fellowship.

Fast Facts about NSGA

- The **National Senior Games Association** is a non-profit member of the United States Olympic Multisports Committee dedicated to promote health and wellness for adults 50 and over through education, fitness and sport.
- NSGA governs the biennial National Senior Games, the largest multi-sport event in the world for adults 50 and over. The next Games will be in June, 2017 in Birmingham, Alabama.
- NSGA sanctions qualifying games through 51 member organizations from the U.S., Canada, and beyond.
- Participation in senior athletics offers proof that everyone can improve the quality of their lives at any age by staying active and socially connected through sports.
- NSGA and its Foundation partners with national leaders committed to senior health, wellness and quality of life.
- NSGA is committed to providing information to support education and research initiatives enabling senior athletes and others to be better informed about ways to ensure healthy aging.
- Visit **www.NSGA.com** for more information.

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