



WINNERS

2017

*Honoring The Best Marketing,
Communications, Educational Materials,
and Programs for Older Adults*

Submitted by:

AARP

Presented to:

AARP Bulletin

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
GOLD	15 Ways to Take Charge of Your Care	Media. National	Publications/Editorial	Article—Magazine/Newsletter/Newspaper.
GOLD	99 Great Ways to Make Your Home Healthier and Safer	Media. National	Publications/Editorial	Article—Magazine/Newsletter/Newspaper.
GOLD	The New Predators	Media. National	Publications/Editorial	Article—Magazine/Newsletter/Newspaper.
GOLD	What They Know That You Don't	Media. National	Publications/Editorial	Article—Magazine/Newsletter/Newspaper.
SILVER	12 Ways the Healthcare System May Be Harming You	Media. National	Publications/Editorial	Article—Magazine/Newsletter/Newspaper.
SILVER	In Search of the Good Life	Media. National	Publications/Editorial	Article—Magazine/Newsletter/Newspaper.
SILVER	Pills That Promise Too Much	Media. National	Publications/Editorial	Article—Magazine/Newsletter/Newspaper.
SILVER	The Casino Trap	Media. National	Publications/Editorial	Article—Magazine/Newsletter/Newspaper.
SILVER	The New War on Cancer	Media. National	Publications/Editorial	Article—Magazine/Newsletter/Newspaper.
SILVER	This Doctor Led a \$375 Million Medicare Scam	Media. National	Publications/Editorial	Article—Magazine/Newsletter/Newspaper.
SILVER	Where Are The Doctors You'll Need?	Media. National	Publications/Editorial	Article—Magazine/Newsletter/Newspaper.
BRONZE	15 Things You'd Better Know About Your Blood Pressure	Media. National	Publications/Editorial	Article—Magazine/Newsletter/Newspaper.

Presented to:

AARP The Magazine

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
GOLD	25 People Who Bust The Myths	Media. National	Publications/Editorial	Article—Magazine/Newsletter/Newspaper.
GOLD	Disrupt Aging	Media. National	Publications/Editorial	Article—Magazine/Newsletter/Newspaper.

GOLD	Speak, Memory	Media. National	Publications/Editorial	Article—Magazine/Newsletter/Newspaper.
GOLD	Undo the Damage (of Your Rock 'n' Roll Years)	Media. National	Publications/Editorial	Article—Magazine/Newsletter/Newspaper.
SILVER	Families Behind the Badge	Media. National	Publications/Editorial	Article—Magazine/Newsletter/Newspaper.
SILVER	The Battle I'll Never Forget	Media. National	Publications/Editorial	Article—Magazine/Newsletter/Newspaper.
SILVER	The Good Life on \$40,000 a Year	Media. National	Publications/Editorial	Article—Magazine/Newsletter/Newspaper.
SILVER	The Original Mad Men	Media. National	Publications/Editorial	Article—Magazine/Newsletter/Newspaper.
SILVER	Younger Next Year	Media. National	Publications/Editorial	Article—Magazine/Newsletter/Newspaper.
BRONZE	All That Glitters...	Media. National	Publications/Editorial	Article—Magazine/Newsletter/Newspaper.
BRONZE	Cyndi Lauper: Still Having Fun	Media. National	Publications/Editorial	Article—Magazine/Newsletter/Newspaper.
BRONZE	Eat This, Not That!	Media. National	Publications/Editorial	Article—Magazine/Newsletter/Newspaper.
BRONZE	How to Survive Your First Heart Attack	Media. National	Publications/Editorial	Article—Magazine/Newsletter/Newspaper.
BRONZE	Last Band Standing	Media. National	Publications/Editorial	Article—Magazine/Newsletter/Newspaper.
BRONZE	Lessons from the Shark Tank: The Worry-Free Life	Media. National	Publications/Editorial	Article—Magazine/Newsletter/Newspaper.
BRONZE	True Confessions of a Money Man	Media. National	Publications/Editorial	Article—Magazine/Newsletter/Newspaper.
BRONZE	World War ZZZ	Media. National	Publications/Editorial	Article—Magazine/Newsletter/Newspaper.
MERIT	The Terrible 22s	Media. National	Publications/Editorial	Article—Magazine/Newsletter/Newspaper.
MERIT	December 2016/January 2017	Media. National	Publications/Editorial	Magazine.

Submitted by:

AARP Books

Presented to:

AARP Books

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
BRONZE	Managing Your Health	Community Organizations. National	Publications/Editorial	Magazine.

Presented to:

AARP Books/Michael Miller, author

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
GOLD	My iPad for Seniors	Community Organizations. National	Publications/Editorial	Book.

Presented to:

AARP Books; Jason Rich, author

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
SILVER	My Digital Travel for Seniors	Community Organizations.	Publications/Editorial	Book.

Presented to:

AARP Books; Lonzell Watson, author

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
MERIT	My Health Technology for Seniors	Community Organizations. National	Publications/Editorial	Book.

Presented to:

AARP Books; Marni Jameson, author

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
GOLD	Downsizing the Family Home	Community Organizations. National	Publications/Editorial	Book.

Presented to:

Nancy LeaMond, author

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
MERIT	Where We Live	Community Organizations. National	Publications/Editorial	Magazine.

Submitted by:

AARP Bulletin

Presented to:

AARP Bulletin

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
GOLD	June 2016: 15 Things You Should Know About Your Blood Pressure	Media. National	Art/Design	Graphic Design.
BRONZE	June 2016: The Long Road to Forgiveness	Media. National	Art/Design	Photograph.
MERIT	April 2016: 99 Great Ways to Make Your Home Healthier and Safer	Media. National	Art/Design	Graphic Design.
MERIT	December 2016: When Your Job is a Real Pain	Media. National	Art/Design	Graphic Design.
MERIT	December 2016: Your Best Health 2017	Media. National	Art/Design	Graphic Design.
MERIT	May 2016: Feature, "What They Know That You Don't"	Media. National	Art/Design	Graphic Design.
MERIT	September 2016: Cover	Media. National	Art/Design	Graphic Design.
MERIT	July/August 2016: Muhammad Ali	Media. National	Art/Design	Photograph.
MERIT	November 2016: Arlington Ladies	Media. National	Art/Design	Photograph.
MERIT	November 2016: Hmmâ€¦ What Did I Come in Here For?	Media. National	Art/Design	Photograph.

Submitted by:

AARP The Magazine

Presented to:

AARP The Magazine

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
GOLD	AARP The Magazine April/May 2016 Tablet Edition	Media.	Web-based & Mobile Resources	Mobile Resource. Mobile Application
SILVER	AARP The Magazine Money and Retirement issue	Media. National	Web-based & Mobile Resources	Mobile Resource. Mobile Application
SILVER	April/May 2016: Personal Best, Stephen Shobe	Media. National	Art/Design	Photograph.

SILVER	December 2016/January 2017: Helen Mirren Cover	Media. National	Art/Design	Photograph.
SILVER	December 2016/January 2017: Helen Mirren in Light & Shadow	Media. National	Art/Design	Photograph.
BRONZE	December 2016/January 2017: Upfront, Norman Lear	Media. National	Art/Design	Photograph.
BRONZE	February/March 2016: Personal Best, Barbara Odanaka	Media. National	Art/Design	Photograph.
BRONZE	June/July 2016: Leading Ladies	Media. National	Art/Design	Photograph.
MERIT	April/May 2016: Springtime for Sally	Media. National	Art/Design	Graphic Design.
MERIT	August/September 2016: Cyndi Lauper cover	Media. National	Art/Design	Graphic Design.
MERIT	December 2016/January 2017: Fast Fixes For What Ails You	Media. National	Art/Design	Graphic Design.
MERIT	December 2016/January 2017: Helen Mirren in Light & Shadow	Media. National	Art/Design	Graphic Design.
MERIT	October/November 2016: Younger Next Year	Media. National	Art/Design	Graphic Design.
MERIT	April/May 2016: Sally Field cover	Media. National	Art/Design	Photograph.
MERIT	December 2016/January 2017: Personal Best, Ernest Gaines	Media. National	Art/Design	Photograph.
MERIT	February/March 2016: Lessons from the Shark Tank	Media. National	Art/Design	Photograph.
MERIT	February/March 2016: Michael Douglas, "To Life!"	Media. National	Art/Design	Photograph.
MERIT	October/November 2016: Louise Penny	Media. National	Art/Design	Photograph.

Submitted by:

American Specialty Health

Presented to:

American Specialty Health

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
GOLD	Silver&Fit Facebook	Insurance.	Web-based & Mobile Resources	Social Media. Facebook
GOLD	Silver&Fit YouTube	Insurance.	Web-based & Mobile Resources	Social Media. YouTube

BRONZE	Silver&Fit Pinterest	Insurance.	Web-based & Mobile Resources	Social Media. Pinterest
BRONZE	Silver&Fit Twitter	Insurance.	Web-based & Mobile Resources	Social Media. Twitter
BRONZE	Silver&Fit Website	Insurance.	Web-based & Mobile Resources	Web Site.

Submitted by:

Anstey Hodge

Presented to:

Lakewood Westend

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
MERIT	Lakewood Rehab Brochure	Healthcare.	Marketing & Communications	Brochure/Booklet.

Presented to:

Landis Communities

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
BRONZE	Annual Report	Housing.	Marketing & Communications	Brochure/Booklet.

Presented to:

Tel Hai

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
SILVER	Annual Report	Housing.	Marketing & Communications	Miscellaneous Marketing/Communications.
MERIT	Tel Hai Life Summer 2017	Housing.	Marketing & Communications	Miscellaneous Marketing/Communications.

Presented to:

The Farms at Bailey Station

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
BRONZE	Sales Kit and Inserts	Housing.	Marketing & Communications	Brochure/Booklet.
BRONZE	MeaningFull Campaign	Housing.	Marketing & Communications	Marketing/Advertising Campaign.
MERIT	Condensed Sales Kit	Housing.	Marketing & Communications	Brochure/Booklet.

MERIT Discover Trifold Housing. Marketing & Communications Brochure/Booklet.

Submitted by:

Area Agency on Aging 1-B

Presented to:

Margaret Topous of the AAA 1-B

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
SILVER	Caregiver Connection November 2016 issue (bi-monthly e-newsletter)	Community Organizations. Local/State	Web-based & Mobile Resources	Digital Publication. E-Newsletter

Submitted by:

Area Agency on Aging, Region One

Presented to:

Area Agency on Aging

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
SILVER	Who is Caring for the Caregivers?	Community Organizations. Local/State	Publications/Editorial	Article—Magazine/Newsletter/Newspaper.
BRONZE	Area Agency on Aging will Help You Find Your Best Medicare Options	Community Organizations. Local/State	Publications/Editorial	Article—Magazine/Newsletter/Newspaper.
MERIT	Connecting to a Caring Community	Community Organizations. Local/State	Publications/Editorial	Annual Report.
MERIT	Elder Resource Guide — Maricopa County	Community Organizations. Local/State	Marketing & Communications	Brochure/Booklet.

Submitted by:

Area Office on Aging of Northwestern OH, Inc.

Presented to:

Area Office on Aging of Northwestern OH, Inc.

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
GOLD	Area Office on Aging Web Site	Community Organizations. Local/State	Web-based & Mobile Resources	Web Site.

Submitted by:

Arthritis Foundation

Presented to:

Arthritis Today

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
SILVER	Friendly Advice From Your Doc	Community Organizations. National	Publications/Editorial	Article—Magazine/Newsletter/Newspaper.
BRONZE	Stress Less	Community Organizations. National	Publications/Editorial	Article—Magazine/Newsletter/Newspaper.
BRONZE	The Pain Pill Problem	Community Organizations. National	Publications/Editorial	Article—Magazine/Newsletter/Newspaper.

Submitted by:

Ascent Living Communities

Presented to:

Impulse Studios LA

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
BRONZE	Village at Belmar Website	Media. National	Web-based & Mobile Resources	Web Site.

Submitted by:

Atlantic Shores Retirement Community

Presented to:

Atlantic Shores Retirement Community

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
BRONZE	Atlanticshoresliving.com website & My.AtlanticShoresLiving virtual community	Housing.	Web-based & Mobile Resources	Web Site.

Submitted by:

Barbara Karnes Books

Presented to:

Barbara Karnes Books

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
MERIT	Care for the Caregiver	Healthcare.	Education/Training Programs	Staff/Inservice Training.

Submitted by:

Belmont Village Senior Living

Presented to:

Belmont Village Senior Living

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
GOLD	American Heroes	Housing.	Art/Design	Photograph.
BRONZE	belmontvillage.com	Housing.	Web-based & Mobile Resources	Web Site.
MERIT	A Place to Thrive	Housing.	Marketing & Communications	Brochure/Booklet.

Submitted by:

BlueCross and BlueShield Association - Federal Employee Program®

Presented to:

BlueCross and BlueShield Association - Federal Employee Program® Kyra Simon

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
MERIT	BCBS FEP 2017 Medicare and Blue Book	Insurance.	Mature Work & Retirement	Brochure/Booklet.

Presented to:

BlueCross and BlueShield Association - Federal Employee Program® Marieli E. Colón-Padilla

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
GOLD	BCBS FEP "Online Health Coach" Pre-Open Season Landing Page	Insurance.	Web-based & Mobile Resources	Web Site.

SILVER	BCBS FEP "My Blue" Pre-Open Season Landing Page	Insurance.	Web-based & Mobile Resources	Web Site.
BRONZE	BCBS FEP Native Article Series	Insurance.	Publications/Editorial	Article Series—Magazine/Newsletter/Newspaper.
MERIT	BCBS FEP "Rewarding Every Step" Open Season Print Ad	Insurance.	Health Promotion & Wellness	Advertising—Print.

Submitted by:

Bluespire Senior Living

Presented to:

Covenant Village of Colorado

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
GOLD	Covenant Village of Colorado Adult Child Suite	Community Organizations. National	Web-based & Mobile Resources	Web-based Resource/Tool.
BRONZE	You've got big shoes to fill! Direct Mailer	Community Organizations. National	Marketing & Communications	Direct Mail.

Presented to:

Covenant Village of Cromwell

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
MERIT	Picture yourself here Direct Mailer	Community Organizations. National	Marketing & Communications	Direct Mail.

Presented to:

Covenant Village of Florida

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
BRONZE	Service was your mission Direct Mailer	Community Organizations. National	Marketing & Communications	Brochure/Booklet.
MERIT	People are talking! Direct Mailer	Community Organizations. Local/State	Marketing & Communications	Direct Mail.

Presented to:

Covenant Village of Golden Valley

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
MERIT	Be our guest Direct Mailer	Community Organizations. National	Marketing & Communications	Direct Mail.

Presented to:

Covenant Village of Northbrook

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
MERIT	The Ins & Outs Events Campaign	Community Organizations. National	Marketing & Communications	Consumer Campaign/Special Event.

Presented to:

Covenant Village of the Great Lakes

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
MERIT	Discover Covenant Village Of The Great Lakes Direct Mailer	Community Organizations. National	Marketing & Communications	Direct Mail.

Presented to:

Covenant Village of Turlock

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
MERIT	CCRC 4 letter that take care of your for life. Direct Mailer	Community Organizations. National	Marketing & Communications	Direct Mail.

Presented to:

Hillside Village Keene

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
MERIT	Hillside Village Keene Website	Community Organizations. Local/State	Web-based & Mobile Resources	Web Site.

Presented to:

MonteCedro

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
SILVER	MonteCedro Financial Suite	Community Organizations. Local/State	Mature Work & Retirement	Online/Digital Resource.
SILVER	MonteCedro Website	Community Organizations. Local/State	Web-based & Mobile Resources	Web Site.

Presented to:

Mount Miguel Covenant Village

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
MERIT	Passport Direct Mailer	Community Organizations. National	Marketing & Communications	Direct Mail.

Presented to:

National Lutheran Communities & Services

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
GOLD	National Lutheran Communities & Services Corporate Website	Community Organizations. Local/State	Web-based & Mobile Resources	Web Site.

Presented to:

Prairie Ridge By Eastmont

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
BRONZE	Prairie Ridge By Eastmont Logo	Community Organizations. Local/State	Art/Design	Logo/Letterhead Design.

Presented to:

SQLC Communities

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
SILVER	The Plaza Health Services Ad Campaign	Community Organizations. Local/State	Marketing & Communications	Marketing/Advertising Campaign.

Presented to:

Sterling Estates West Cobb

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
SILVER	Sterling Estates West Cobb Inventory Suite	Community Organizations. Local/State	Mature Work & Retirement	Online/Digital Resource.

Presented to:

The Barrington of Carmel an SQLC Community

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
BRONZE	Discard? Donate? Declutter? Direct Mailer	Community Organizations. Local/State	Marketing & Communications	Direct Mail.

Presented to:

The Buckingham

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
MERIT	Wines, Words & Worth Direct Mailer	Community Organizations. Local/State	Marketing & Communications	Direct Mail.

Presented to:

The Evergreens

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
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SILVER	The Evergreens Website	Community Organizations. Local/State	Web-based & Mobile Resources	Web Site.
BRONZE	The Evergreens Mobile Site	Community Organizations. Local/State	Web-based & Mobile Resources	Mobile Resource. Mobile Web Site
MERIT	The Evergreens Events Newsletter	Community Organizations. Local/State	Web-based & Mobile Resources	Digital Publication. E-Newsletter

Presented to:
The Pines at Whiting

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
BRONZE	Live FRESH Direct Mail Campaign	Community Organizations. Local/State	Marketing & Communications	Marketing/Advertising Campaign.

Presented to:
The Samarkand A Covenant Retirement Community

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
MERIT	Discover the best place to retire in the best place to retire. Direct Mailer	Community Organizations. National	Marketing & Communications	Direct Mail.

Presented to:
Village On The Isle

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
SILVER	Village On The Isle Website	Community Organizations. Local/State	Web-based & Mobile Resources	Web Site.
MERIT	Hurry Up & Relax Direct Mailer	Community Organizations. Local/State	Marketing & Communications	Direct Mail.

Presented to:
Westminster Canterbury on Chesapeake Bay

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
BRONZE	Get more vacation our of your vacation home campaign	Community Organizations. Local/State	Marketing & Communications	Marketing/Advertising Campaign.
MERIT	Take a Peake Events Campaign	Community Organizations. Local/State	Marketing & Communications	Consumer Campaign/Special Event.

Presented to:
Westminster Communities of Florida

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
SILVER	Westminster Communities of Florida	Community Organizations. Local/State	Web-based & Mobile Resources	Web Site.

Presented to:

Windsor Park A Covenant Retirement Community

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
BRONZE	Catered Living Direct Mailer	Community Organizations. National	Marketing & Communications	Direct Mail.

Submitted by:

Brookdale Senior Living Inc

Presented to:

Brookdale Creative

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
GOLD	Honor Flight - Ribbons	Housing.	Marketing & Communications	Advertising—Print.
GOLD	Optimum Life Magazine	Housing.	Publications/Editorial	Magazine.
SILVER	Broadway Hits - OK	Housing.	Web-based & Mobile Resources	Social Media. Facebook
BRONZE	Liftware	Housing.	Marketing & Communications	Advertising—Print.
MERIT	Honor Flight - Axis	Housing.	Marketing & Communications	Advertising—Print.
MERIT	Sell Away	Housing.	Marketing & Communications	Direct Mail.
MERIT	BrainFit	Housing.	Marketing & Communications	Marketing/Advertising Campaign.

Submitted by:

Caring Crafts, inc.

Presented to:

Judith Zausner

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
BRONZE	New Innovations for Treating Hearing Loss	Miscellaneous Organization.	Publications/Editorial	Article—Magazine/Newsletter/Newspaper.

Submitted by:

Central Plains Area Agency on Aging

Presented to:

Central Plains Area Agency on Aging/Karen Ryno, RynoTek Media Services

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
MERIT	REDFlag Elder Abuse Awareness Poster Presentation Series	Government.	Art/Design	Graphic Design.

Submitted by:

Charter House

Presented to:

Charter House

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
MERIT	12 Strategies of Health Aging	Housing.	Health Promotion & Wellness	Total Health Promotion Program.

Submitted by:

ClearStone Solutions

Presented to:

ClearStone Solutions

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
MERIT	Basic Blue Rx Member Handbook	Healthcare.	Marketing & Communications	Brochure/Booklet.

Submitted by:

corecubed

Presented to:

corecubed

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
SILVER	Common Causes and Supportive Responses for Alzheimer's-Related Behaviors: Continuum	Healthcare.	Caregiving	Online/Digital Resource.

Submitted by:

corecubed Aging Care Marketing

Presented to:

corecubed Aging Care Marketing

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
GOLD	All Care In-Home Care Solutions (Oregon) new website	Healthcare.	Web-based & Mobile Resources	Web Site.
SILVER	Midnight Sun Home Care (Alaska) new website	Healthcare.	Web-based & Mobile Resources	Web Site.
BRONZE	Compassionate Nursing Services (St. Louis, MO) new website	Healthcare.	Web-based & Mobile Resources	Web Site.

Submitted by:

Costa Communications Group

Presented to:

The Mayflower Retirement Community

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
MERIT	BFFs	Housing.	Marketing & Communications	Advertising—Print.
MERIT	Navigator - Fall 2016	Housing.	Publications/Editorial	Newsletter/Newspaper.

Submitted by:

Creating Results, LLC — Strategic Marketing

Presented to:

Lutheran Haven

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
MERIT	Lutheran Haven Brochure	Healthcare.	Publications/Editorial	Brochure/Booklet.

Presented to:
Traditions of America

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
BRONZE	Pinnacle at Adams Introduction	Housing.	Marketing & Communications	Direct Mail.
BRONZE	TraditionsofAmerica.com	Housing.	Web-based & Mobile Resources	Web Site.

Submitted by:
Crossnore Group

Presented to:
Westminster Senior Living Community

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
BRONZE	A Global Community 2015 Annual Report	Housing.	Marketing & Communications	Brochure/Booklet.
MERIT	Stories of Presidents and Their Faithful Counselors	Media. Local/State	Marketing & Communications	Consumer Campaign/Special Event.

Submitted by:
Davis Harrison Dion

Presented to:
Asbury Methodist Village

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
SILVER	Anticipate More	Housing.	Marketing & Communications	Marketing/Advertising Campaign.
BRONZE	Before The Flakes Fly Event Mailer	Housing.	Marketing & Communications	Direct Mail.

Presented to:
Davis Harrison Dion

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
BRONZE	Friendship Village Beyond the Trees Video	Housing.	Marketing & Communications	Advertising—TV.
MERIT	Friendship Village Couples Event Mailer	Housing.	Marketing & Communications	Direct Mail.

MERIT	Friendship Village Mark Twain Event Mailer	Housing.	Marketing & Communications	Direct Mail.
MERIT	Friendship Village Weather the Winter Campaign	Housing.	Marketing & Communications	Marketing/Advertising Campaign.

Presented to:
Lutheran Life Villages

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
SILVER	"I Will Not" Branding Campaign	Community Organizations. Local/State	Marketing & Communications	Marketing/Advertising Campaign.

Submitted by:
Dementia Action Alliance

Presented to:
Dementia Action Alliance

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
MERIT	"LIVING WITH DEMENTIA - An Unexpected Journey"	Community Organizations. National	Health Promotion & Wellness	Brochure/Booklet.

Submitted by:
DesignEnvy

Presented to:
DesignEnvy

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
BRONZE	Carillon LifeCare Community Facebook Page	Media. National	Web-based & Mobile Resources	Social Media. Facebook

Submitted by:
Doggett

Presented to:
Doggett

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
MERIT	The Cypress of Charlotte Brochure	Housing.	Marketing & Communications	Brochure/Booklet.

Submitted by:

Elder Services of Berkshire County, Inc.

Presented to:

Elder Services of Berkshire County, Inc.

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
MERIT	Berkshire Senior Multi Channel Communications Strategy	Community Organizations. Local/State	Home & Community Based Programs	Total Program.

Submitted by:

Elisco Advertising

Presented to:

Senior LIFE

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
MERIT	LIFE Times	Healthcare.	Publications/Editorial	Newsletter/Newspaper.

Submitted by:

Emmi

Presented to:

Emmi

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
SILVER	Bone Health: Keeping Your Bones Strong	Healthcare.	Web-based & Mobile Resources	Web-based Resource/Tool.
MERIT	Caring for Someone with Dementia	Healthcare.	Caregiving	Online/Digital Resource.

Submitted by:

Front Porch

Presented to:

Front Porch

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
SILVER	Front Porch Art is Story Contest	Housing.	Web-based & Mobile Resources	Social Media. Facebook

Submitted by:

Gurwin Jewish~Fay J. Lindner Residences

Presented to:

Gurwin Jewish~Fay J. Lindner Residences

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
SILVER	L'dor v'dor - From Generation to Generation 2017 Calendar	Housing.	Publications/Editorial	Calendar.

Submitted by:

Hahn Communications

Presented to:

Hahn Communications

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
BRONZE	Orange County Register "Story Angels Get Wings"	Housing.	Publications/Editorial	Article—Magazine/Newsletter/Newspaper.
BRONZE	San Diego Union-Tribune "Engineering Students' Inventions Aim to Help Senior Citizens"	Housing.	Publications/Editorial	Article—Magazine/Newsletter/Newspaper.

Submitted by:

Harbor Retirement Associates

Presented to:

Jon Pease

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
MERIT	Billboard	Housing.	Marketing & Communications	Advertising—Print.

Presented to:

Jon Pease, Jay Wilke

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
MERIT	Grace and Elegance	Housing.	Marketing & Communications	Advertising—Print.

Submitted by:

Health Professions Press

Presented to:

Health Professions Press

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
MERIT	Bullying Among Older Adults: How to Recognize and Address an Unseen Epidemic	Healthcare.	Publications/Editorial	Book.

Submitted by:

Imagination

Presented to:

be.group

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
BRONZE	Financial Flip	Housing.	Publications/Editorial	Article—Magazine/Newsletter/Newspaper.

Submitted by:

IVY Marketing Group

Presented to:

Friendship Senior Options

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
MERIT	On the Record-Friendship Senior Options Annual Report	Community Organizations. Local/State	Publications/Editorial	Annual Report.

Presented to:

IVY Marketing Group

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
GOLD	Ivy Marketing Group website	Miscellaneous Organization.	Web-based & Mobile Resources	Web Site.

Presented to:

Monarch Landing

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
SILVER	Monarch Landing website	Community Organizations. Local/State	Web-based & Mobile Resources	Web Site.

Presented to:

The Danish Home of Chicago

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
MERIT	The Hope Chest	Community Organizations. Local/State	Web-based & Mobile Resources	Digital Publication. Blog

Submitted by:

LIFE Senior Services

Presented to:

LIFE Senior Services

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
SILVER	Seniors With Style	Community Organizations. Local/State	Art/Design	Photograph.
BRONZE	A New Look at Senior Living: LIFE's Vintage Newsmagazine, October 2016	Community Organizations. Local/State	Publications/Editorial	Magazine.

MERIT The Fight to End Alzheimer's: LIFE's Vintage Community Organizations. Publications/Editorial Magazine.
Newsmagazine, June 2016 Local/State

Submitted by:

Linden Publishing

Presented to:

Mark Johnson

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
MERIT	Apprehensions & Convictions	Media. National	Publications/Editorial	Book.

Submitted by:

Love & Company

Presented to:

Love & Company

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
BRONZE	Resident Roundtable Direct Mail	Housing.	Mature Work & Retirement	Brochure/Booklet.
MERIT	Informational Print Ad	Housing.	Mature Work & Retirement	Advertising—Print.
MERIT	Fountaingate Gardens Sales Package	Housing.	Mature Work & Retirement	Brochure/Booklet.
MERIT	Pisgah Valley Sales Package	Housing.	Mature Work & Retirement	Brochure/Booklet.
MERIT	Spring Rightsizing Fair Direct Mail	Housing.	Mature Work & Retirement	Brochure/Booklet.
MERIT	The Knolls logo	Housing.	Art/Design	Logo/Letterhead Design.

Submitted by:

Mather LifeWays

Presented to:

Mather LifeWays

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
GOLD	75 Years Young - Year in Review	Community Organizations. Local/State	Marketing & Communications	Brochure/Booklet.
GOLD	The Mather Website	Housing.	Web-based & Mobile Resources	Web Site.
GOLD	Splendido Resident Testimonial Video (found on website)	Housing.	Web-based & Mobile Resources	Web-based Resource/Tool.
BRONZE	Open for Anything (Mather's--More Than a Cafe) Campaign	Community Organizations. Local/State	Marketing & Communications	Marketing/Advertising Campaign.
BRONZE	Aging Well Tips (Daily tips found on Facebook page)	Community Organizations. Local/State	Web-based & Mobile Resources	Social Media. Facebook
MERIT	Mather Place Direct Mail	Housing.	Marketing & Communications	Direct Mail.

Submitted by:

MediGold

Presented to:

MediGold

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
MERIT	Anatomy of MediGold	Insurance.	Marketing & Communications	Direct Mail.

Submitted by:

Moorings Park

Presented to:

Moorings Park at Grey Oaks

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
BRONZE	Moorings Park at Grey Oaks Oakstone Brochure	Healthcare.	Caregiving	Online/Digital Resource.

Presented to:
Moorings Park Grande Lake

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
MERIT	Moorings Park Grande Lake Teaser Ad	Healthcare.	Marketing & Communications	Advertising—Print.

Submitted by:
National Association of Area Agencies on Aging

Presented to:
Eldercare Locator

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
MERIT	Home Improvement Scams: Tools to Reduce Your Risk	Community Organizations. National	Marketing & Communications	Brochure/Booklet.
MERIT	Home for the Holidays Campaign to Combat Isolation and Loneliness in Older Adults	Community Organizations. National	Health Promotion & Wellness	Total Health Promotion Program.

Presented to:
n4a

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
MERIT	2014-2016 Annual Report: Achieving Impact, Building Momentum	Community Organizations. National	Publications/Editorial	Annual Report.
MERIT	You Gave Now Save: Guide to Benefits for Seniors	Community Organizations. National	Art/Design	Graphic Design.

Submitted by:
National Hospice and Palliative Care Organization

Presented to:
National Hospice and Palliative Care Organization

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
GOLD	Moments of Life: Made Possible by Hospice	Community Organizations. National	Web-based & Mobile Resources	Web Site.

Submitted by:

NavGate Technologies

Presented to:

CareQuest - NavGate Technologies

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
GOLD	CareOptions Workplace Solution	Miscellaneous Organization.	Caregiving	Online/Digital Resource.
BRONZE	CareOptions Family Healthcare Advisory Program	Miscellaneous Organization.	Web-based & Mobile Resources	Web-based Resource/Tool.

Submitted by:

Next Avenue

Presented to:

Next Avenue

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
SILVER	Next Avenue	Media. National	Web-based & Mobile Resources	Web Site.

Presented to:

Tad Simons, Next Avenue

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
MERIT	How I Approached Aging as a Creative Challenge	Media. National	Health Promotion & Wellness	Online/Digital Resource.

Submitted by:

On-Line Publishers, Inc.

Presented to:

50plus LIFE

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
BRONZE	Pinups Honor 21st-Century Patriots	Media. Local/State	Publications/Editorial	Article—Magazine/Newsletter/Newspaper.
BRONZE	Still in the Game	Media. Local/State	Publications/Editorial	Article—Magazine/Newsletter/Newspaper.

BRONZE	Suspense Author Rewrites Retirement	Media. Local/State	Publications/Editorial	Article—Magazine/Newsletter/Newspaper.
MERIT	Celebrating Central PA's Many Cultures	Media. Local/State	Publications/Editorial	Article—Magazine/Newsletter/Newspaper.

Submitted by:

OutreachNC magazine

Presented to:

OutreachNC magazine

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
BRONZE	OutreachNC Vol. 7 Issue 7 July 2016	Media. Local/State	Publications/Editorial	Magazine.
MERIT	OutreachNC Vol. 7 Issue 11 November 2016	Media. Local/State	Publications/Editorial	Magazine.

Submitted by:

Philadelphia Corporation for Aging

Presented to:

Philadelphia Corporation for Aging

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
GOLD	Vital support helps him keep her home	Community Organizations. Local/State	Publications/Editorial	Article—Magazine/Newsletter/Newspaper.
SILVER	Dancing in the street is best medicine	Community Organizations. Local/State	Publications/Editorial	Article—Magazine/Newsletter/Newspaper.
SILVER	Senior Service Needs Checklist	Community Organizations. Local/State	Web-based & Mobile Resources	Web-based Resource/Tool.
BRONZE	PCA's website www.pcaCares.org	Community Organizations. Local/State	Web-based & Mobile Resources	Web Site.

Submitted by:

Porter Novelli

Presented to:

Centers For Medicare and Medicaid Services

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
SILVER	Heavy Bag	Government.	Marketing & Communications	Advertising—TV.
MERIT	CMS Open Enrollment Medicare Social 2016	Government.	Web-based & Mobile Resources	Social Media. Facebook

Submitted by:

Presbyterian Manors of Mid-America

Presented to:

Presbyterian Manors of Mid-America

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
GOLD	Heart & Soul Hospice website	Healthcare.	Web-based & Mobile Resources	Web Site.
SILVER	Salina Presbyterian Manor Facebook	Healthcare.	Web-based & Mobile Resources	Social Media. Facebook
BRONZE	2017 Art is Ageless Calendar	Healthcare.	Publications/Editorial	Calendar.

Submitted by:

Que Publishing/AARP

Presented to:

Lonzell Watson

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
MERIT	My Health Technology for Seniors: Take Charge of Your Health Through Technology	Media. National	Publications/Editorial	Book.

Submitted by:

Reformed Church Home

Presented to:

Reformed Church Home & Excelsus Hospitality

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
MERIT	Reformed Church Home Cable TV 30 Second Spot	Housing.	Marketing & Communications	Advertising—TV.
MERIT	Reformed Church Home Overview Video	Healthcare.	Caregiving	Online/Digital Resource.

Submitted by:

Relevate Health Group

Presented to:

Saint Agnes Medical Center

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
BRONZE	Learn Not to Return	Healthcare.	Health Promotion & Wellness	Total Health Promotion Program.
MERIT	Connect the Dots	Healthcare.	Health Promotion & Wellness	Total Health Promotion Program.

Submitted by:

Resources For Seniors

Presented to:

Resources For Seniors

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
MERIT	2016 Directory of Resources	Community Organizations. Local/State	Publications/Editorial	Miscellaneous Publication/Editorial.

Submitted by:

Sage Age Strategies

Presented to:

Sage Age Strategies

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
GOLD	Williamsburg Landing Resident Portal	Housing.	Web-based & Mobile Resources	Web-based Resource/Tool.
BRONZE	The Highlands at Wyomissing Annual Report	Housing.	Publications/Editorial	Annual Report.
BRONZE	Tuscan Gardens Brochure	Housing.	Marketing & Communications	Brochure/Booklet.
BRONZE	Vantage Point Retirement Living Website	Housing.	Web-based & Mobile Resources	Web Site.
MERIT	Tuscan Gardens Ad Series	Housing.	Marketing & Communications	Advertising—Print.
MERIT	Diakon Brochure	Housing.	Marketing & Communications	Brochure/Booklet.
MERIT	Heartis Village Brochure	Housing.	Marketing & Communications	Brochure/Booklet.
MERIT	Ahava Logo	Housing.	Art/Design	Logo/Letterhead Design.
MERIT	Aviva Logo	Housing.	Art/Design	Logo/Letterhead Design.
MERIT	Drive Logo	Miscellaneous Organization.	Art/Design	Logo/Letterhead Design.
MERIT	Grandbrier Logo	Housing.	Art/Design	Logo/Letterhead Design.
MERIT	Commonwealth Senior Living Website	Housing.	Web-based & Mobile Resources	Web Site.

Submitted by:

Senior Living Residences

Presented to:

Senior Living Residences

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
GOLD	Dementia Friendly Massachusetts	Housing.	Education/Training Programs	Consumer Education Program.

BRONZE Senior Living Residences Website Housing. Web-based & Mobile Resources Web Site.

Submitted by:

Senior Voice

Presented to:

Dianne Barske

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
BRONZE	"Love For Animals Extends from Home to Community"	Media. Local/State	Publications/Editorial	Article—Magazine/Newsletter/Newspaper.
BRONZE	Dianne Barske, "Transition for Cyrano's Founder"	Media. Local/State	Publications/Editorial	Article—Magazine/Newsletter/Newspaper.

Presented to:

Leslie Shallcross

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
BRONZE	Who Produces Your Food?	Media. Local/State	Publications/Editorial	Article—Magazine/Newsletter/Newspaper.

Submitted by:

Signal Hill

Presented to:

Signal Hill/Design Site

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
BRONZE	More Mission: ABHOW Annual Report	Housing.	Publications/Editorial	Annual Report.

Submitted by:

Signia

Presented to:

Signia

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
MERIT	myHearing App Revolutionizes Mobile Hearing Healthcare	Healthcare.	Web-based & Mobile Resources	Mobile Resource. Mobile Application

Submitted by:

Society of Certified Senior Advisors

Presented to:

Society of Certified Senior Advisors

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
SILVER	CSA Blog	Miscellaneous Organization.	Web-based & Mobile Resources	Digital Publication. Blog

Submitted by:

Solutions Advisors

Presented to:

Applewood

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
GOLD	Applewood Website Redesign	Housing.	Web-based & Mobile Resources	Web Site.

Presented to:

Forest Hill

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
BRONZE	Mad Hatter Tea Party Event	Housing.	Marketing & Communications	Direct Mail.

Presented to:

Fox Hill

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
GOLD	Fox Hill Website Redesign	Housing.	Web-based & Mobile Resources	Web Site.
SILVER	The Strathmore Music & Arts Showcase	Housing.	Marketing & Communications	Direct Mail.
BRONZE	Dine & Discover	Housing.	Marketing & Communications	Direct Mail.
BRONZE	Holiday Open House	Housing.	Marketing & Communications	Marketing/Advertising Campaign.
MERIT	The Strathmore Music & Arts Event Series	Housing.	Marketing & Communications	Direct Mail.

Presented to:
Immanuel Lutheran Communities

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
BRONZE	Lifestyle Brochure	Housing.	Publications/Editorial	Brochure/Booklet.

Presented to:
Medford Leas

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
BRONZE	Lifestyle Brochure	Housing.	Publications/Editorial	Brochure/Booklet.

Presented to:
The Clare

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
SILVER	Pour & Pair Event	Housing.	Marketing & Communications	Direct Mail.

Presented to:
Wesley Willows

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
BRONZE	Taste of Wesley Willows	Housing.	Marketing & Communications	Direct Mail.

Submitted by:
St. Ann's Community

Presented to:
St. Ann's Community

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
SILVER	St. Ann's Community - Facebook Page	Miscellaneous Organization.	Web-based & Mobile Resources	Social Media. Facebook
BRONZE	"Vintage"	Miscellaneous Organization.	Marketing & Communications	Advertising—TV.

Submitted by:

Staywell

Presented to:

AmeriHealth VIP CARE

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
BRONZE	VIP: Healthy Views	Healthcare.	Publications/Editorial	Newsletter/Newspaper.

Presented to:

Blue Care Network of Michigan

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
SILVER	Your Health Advantage	Healthcare.	Publications/Editorial	Magazine.
MERIT	Your Health Advantage	Healthcare.	Publications/Editorial	Newsletter/Newspaper.

Presented to:

Florida Hospital Care Advantage

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
MERIT	Healthy Living	Healthcare.	Publications/Editorial	Magazine.

Presented to:

WPS Health Insurance

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
MERIT	Wise & Well	Miscellaneous Organization.	Publications/Editorial	Magazine.

Submitted by:

Success in Aging Centers, Inc.

Presented to:

Di Patterson and Shawn Noetzli

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
MERIT	Success in AgingCenters Twitter	Media. National	Web-based & Mobile Resources	Social Media. Twitter

Presented to:
Di Patterson, MSG, CPG

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
SILVER	DiPatterson.com	Media. National	Web-based & Mobile Resources	Web Site.

Submitted by:
The Beacon

Presented to:
Barbara Ruben

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
SILVER	Area athletes go for the gold	Media. Local/State	Publications/Editorial	Article—Magazine/Newsletter/Newspaper.
SILVER	Cerphing with rock's royalty	Media. Local/State	Publications/Editorial	Article—Magazine/Newsletter/Newspaper.
SILVER	Cop's third career: TV star	Media. Local/State	Publications/Editorial	Article—Magazine/Newsletter/Newspaper.
MERIT	At Genesis, a new beginning	Media. Local/State	Publications/Editorial	Article—Magazine/Newsletter/Newspaper.

Presented to:
Carol Sorgen

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
GOLD	Relationships in retirement	Media. Local/State	Publications/Editorial	Article—Magazine/Newsletter/Newspaper.
BRONZE	With siblings, it's complicated	Media. Local/State	Publications/Editorial	Article—Magazine/Newsletter/Newspaper.
MERIT	Brightening ill children's days	Media. Local/State	Publications/Editorial	Article—Magazine/Newsletter/Newspaper.

Presented to:
Robert Friedman

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
GOLD	A way to pick up a few bucks	Media. Local/State	Publications/Editorial	Article—Magazine/Newsletter/Newspaper.
MERIT	A flood doesn't drown most dreams	Media. Local/State	Publications/Editorial	Article—Magazine/Newsletter/Newspaper.

*Submitted by:***The Goodman Group***Presented to:***The Goodman Group**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
SILVER	The Inn on Westport at Lori Line Concert Social Media	Healthcare.	Web-based & Mobile Resources	Social Media. Facebook
BRONZE	Pet-Friendly Social Media Advertisement	Healthcare.	Web-based & Mobile Resources	Social Media. Facebook
BRONZE	The Residence at Timber Pines Responsive Website	Healthcare.	Web-based & Mobile Resources	Web Site.

*Submitted by:***Tufts Health Plan Medicare Preferred***Presented to:***Tufts Health Plan Medicare Preferred**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
MERIT	2017 Wellness Guide	Healthcare.	Health Promotion & Wellness	Brochure/Booklet.

*Submitted by:***United Methodist Homes (UMH)***Presented to:***United Methodist Homes**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
GOLD	Your Guide to Senior Care Options	Housing.	Caregiving	Online/Digital Resource.

Submitted by:

VFW Magazine

Presented to:

Janie Dyhouse

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
MERIT	Alternative Treatment for TBI Stirs Debate	Community Organizations. National	Publications/Editorial	Article—Magazine/Newsletter/Newspaper.
MERIT	Veterans Summit Everest to Raise Awareness of PTSD	Community Organizations. National	Publications/Editorial	Article—Magazine/Newsletter/Newspaper.

Presented to:

Kari Williams

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
SILVER	'A National Imperative': Identifying GI Remains	Community Organizations. National	Publications/Editorial	Article—Magazine/Newsletter/Newspaper.

Presented to:

Kelly Gibson

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
GOLD	Making Dreams Come True for Ill Veterans	Community Organizations. National	Publications/Editorial	Article—Magazine/Newsletter/Newspaper.
MERIT	75 Years of USO	Community Organizations. National	Publications/Editorial	Article—Magazine/Newsletter/Newspaper.

Presented to:

VFW Magazine Staff

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
MERIT	VFW Magazine March 2016	Community Organizations. National	Publications/Editorial	Magazine.

Submitted by:

Watermark Retirement Communities

Presented to:

The Hacienda at the River

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
GOLD	Community Brochure	Housing.	Marketing & Communications	Brochure/Booklet.

Presented to:

Watermark Retirement Communities

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
SILVER	Engage Google JAA Article	Housing.	Publications/Editorial	Article—Magazine/Newsletter/Newspaper.
SILVER	Expressions 2017	Housing.	Publications/Editorial	Calendar.

Submitted by:

Western Home Communities

Presented to:

Western Home Communities

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
BRONZE	Going Places with WHC: 2017 Calendar	Housing.	Publications/Editorial	Calendar.

Submitted by:

Westminster Communities of Florida

Presented to:

Westminster Communities of Florida

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
SILVER	Our New Website Is Making A Splash	Housing.	Marketing & Communications	Marketing/Advertising Campaign.
BRONZE	Signature Sales Collateral	Housing.	Marketing & Communications	Brochure/Booklet.

BRONZE	Live Well. Be Happy.	Housing.	Web-based & Mobile Resources	Digital Publication.
BRONZE	Live Well. Be Happy.	Housing.	Marketing & Communications	Marketing/Advertising Campaign.

Presented to:
Westminster Shores

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
MERIT	Introducing Bay Breeze	Housing.	Marketing & Communications	Marketing/Advertising Campaign.

Presented to:
Westminster Towers

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
MERIT	Women of the Roaring 20's	Housing.	Marketing & Communications	Direct Mail.

Submitted by:
Willow Valley Communities

Presented to:
Willow Valley Communities

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
SILVER	Join the Movement - Wellness	Housing.	Marketing & Communications	Advertising—TV.
BRONZE	Join the Movement - Music	Housing.	Marketing & Communications	Advertising—TV.

Submitted by:
Wirthwein Marketing

Presented to:
Village On The Isle

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
MERIT	Village On The Isle "Welcome to our Isle" Print ads	Housing.	Marketing & Communications	Advertising—Print.
MERIT	Village On The Isle Brochure Package	Housing.	Marketing & Communications	Brochure/Booklet.

Submitted by:

WPS Health Solutions

Presented to:

WPS Health Solutions

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CLASSIFICATION</u>	<u>CATEGORY</u>
MERIT	WPS Medicare Companion Brochure	Insurance.	Marketing & Communications	Brochure/Booklet.
MERIT	Milwaukee Brewers Medicare Supplement Campaign	Insurance.	Marketing & Communications	Marketing/Advertising Campaign.
MERIT	WPS Medicare Companion	Insurance.	Marketing & Communications	Marketing/Advertising Campaign.
