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## 2020 NATIONAL MATURE MEDIA AWARDS WINNER SAMPLE NEWS RELEASE

*How to use this press release: Fill in the italicized areas with your award information as noted. Re-type the release on your letterhead. Send it to your local press newspapers, trade newsletters, etc. If possible, include a sample or photograph of your winning entry with your press release.*

### FOR IMMEDIATE RELEASE

### FOR MORE INFORMATION:

*(List a contact name and telephone number of someone who can answer an editor's questions.)*

## **(Your Organization's Name) Wins Award in 2020 National Mature Media Awards Program**

*(Winning Organization Name)* was a winner in the 28th annual National Mature Media Awards Program. The program, presented by the Mature Market Resource Center, a national clearinghouse for the senior market, recognizes the nation's finest marketing, communications, educational materials, and programs designed and produced for older adults.

*(Winning Entry Title)* received a *(Gold, Silver, Bronze or Merit)* Award for *(Category and Division)*. Those involved with the design and production of *(Entry Title)* are *(List all those to be credited)*.

"We were delighted to take part in the Mature Media Awards Program this year, and were honored to be selected as a winner," says *(Name of member of your staff)*.

The entries were judged by a distinguished panel of mature market experts from across the United States for overall excellence of design, content, creativity and relevance to the senior market.

*(Include a paragraph about your organization, its location and clientele it serves.)*