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For Immediate Release

26th Annual National Mature Media AwardsSM Entry Deadline February 28th

New Online Entry Process for 2017 Awards

The competition is now open for the 26th annual *National Mature Media Awards*—the largest competition of its kind—recognizing the nation's best advertising, marketing, and educational materials and programs produced for older adults and their families in 2016.

Complete details about the 2017 awards program, including entry divisions and categories, judging criteria, and FAQs, can be found at the program website: seniorawards.com.

"This year's program features a new online entry process for award submissions," adds Patricia Henze, executive director of the *Mature Market Resource Center (MMRC)*, organizer of the program. She continues, "we've made the 2017 online entry process as easy as 1,2,3."

1. Visit seniorawards.com
2. Complete your entry information along with payment by credit card or check
3. Send your entry along with a copy of your e-mailed entry receipt

Hundreds of local, state, and national organizations enter the *National Mature Media Awards* competition every year. Recent Gold & Silver winners have included: AARP, Area Agencies on Aging, Arthritis Foundation, Beacon Newspapers, Bluespire Senior Living, Davis Harrison Dion, Home Instead Senior Care, Hospitals and Health Systems, Mayo Clinic, Medicare Health Plans, Retirement Communities, Senior Centers, Staywell, UnitedHealthcare, and VFW.

The entry deadline for the 2017 competition is Tuesday, February 28th. The fee is \$65 per entry. Some entry categories require an additional fee.

For more information about the 26th annual competition, visit seniorawards.com, e-mail: info@seniorawards.com, or call 1-800-828-8226 (weekdays 9-5 Central time).

The Mature Market Resource Center (MMRC), organizer of the *National Mature Media Awards*, is a national clearinghouse for professionals who work with older adults. Other well-known MMRC programs include the *New Product & Technology Awards*[®], *National Senior Health & Fitness Day*[®], and the *Mature Fitness Awards—USA*SM.

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