

2010

19TH ANNUAL

National Mature Media Awardssm

Winners

National Sponsors

American Association of Homes and Services for the Aging® (AAHSA)
Center for Aging Services Technologies™ (CAST)
National Association of Area Agencies on Aging
American Custom Publishing Corporation®

The National Mature Media Awardssm

The *National Mature Media Awardssm* is the largest awards program of its kind to recognize the nation's best advertising, marketing and educational materials produced for older adults. The awards program is open to all those involved in the production of materials for adults age 50 and over. It is presented by the Mature Market Resource Centersm, a national clearinghouse for older adult programs.

Entries for the 2010 *National Mature Media Awards* program were judged by panels of experts in the field of senior marketing and communications. The judges' biographies are listed in the back of this booklet. The judges scored the entries by division and category on a scale of one to 100. Each entry was judged on its own merits, regardless of how many other entries were in the same division and category. The judges' scores were then totaled and averaged. Gold, Silver, Bronze, and Merit prizes were awarded based on these scores. (To avoid conflict of interest, no entry submitted by an organization represented by a judge or sponsor was reviewed by a panel on which that judge or sponsor served.)

The overall quality of this year's entries was exceptional. We congratulate all of the entrants for their efforts to present the finest possible materials to their senior audiences.

2010 Best of Show Prize

Presented to
Senior Independence
for
iCaregiver Guide
Division
Healthcare
Category
Education and Training Programs

All Gold Award recipients, which represent the top five percent of all entries, were reviewed by a special panel of judges to select the best of show prize.

2010 National Sponsors



Advocacy. Action. Answers on Aging.



COMMUNITY ORGANIZATIONS (Local/State)

Annual Report (Publications)

MERIT Annual Report/Postcard
North Shore Senior Center

Brochure / Booklet (Marketing Communications)

BRONZE Legacy Brochure
Martino & Binzer

MERIT Karmel Brochure
Martino & Binzer

MERIT Membership Brochure
North Shore Senior Center

Brochure / Booklet (Mature Work & Retirement)

GOLD PANPHA Resource Guide
Love and Company

BRONZE Nurses Retirement Decision-
Making Guide
Women's Institute for a
Secure Retirement

Brochure / Booklet (Publications)

MERIT 2010 Public Conference Brochure
Aging Services of California

MERIT 2009/2010 Senior Services Directory
Council on Aging Silicon Valley

MERIT "Your Guide to Medicare Part D 2010"
LIFE Senior Services

Consumer/ Public Relations Campaign (Marketing Communications)

SILVER "Run for Life" Public Relations
Campaign
LIFE Senior Services

Direct Mail (Marketing Communications)

BRONZE Querencia – Downsizing Event
Direct Mail
Martino & Binzer

BRONZE Cypress Cove Italy Mailer
Martino & Binzer

BRONZE Devonshire – Discover the World
Direct Mail
Martino & Binzer

BRONZE Mather's – More Than a Cafe'
Mather LifeWays

MERIT Lenbrook – Voyager Direct Mail
Martino & Binzer

MERIT Legacy Direct Mail
Martino & Binzer

Logo/Letterhead Design (Art/Design)

SILVER Karmel Logo/Letterhead
Martino & Binzer

BRONZE Rockwood Retirement Communities
Logo/Letterhead
Martino & Binzer

Magazine (Publications)

MERIT LIFE's Vintage Newsmagazine
– November 2009
LIFE Senior Services

Marketing / Advertising Campaign (Marketing Communications)

SILVER Querencia Lecture Series Campaign
Martino & Binzer

BRONZE Mather Edgewater
Mather LifeWays

MERIT Medication Safety in Seniors
Campaign
GMC

Miscellaneous Editorial

GOLD Doves – Marketing Video
Area Agency on Aging,
Region One

Miscellaneous Publication (Publications)

MERIT Seniors First Quote Book
Costa DeVault
a wordwise company

Newspaper/Tabloid (Publications)

BRONZE Bridge news
Lake County Council on Aging

MERIT Milestones – June 2009
Hollister Creative

Series of Articles—Magazine/ Newspaper/Newsletter (Editorial)

BRONZE Advocacy Series 2009
Council on Aging of West Florida

Single Article—Magazine/ Newspaper/Newsletter (Editorial)

SILVER Garden Brings Bounty Home
Ca. Association of Health Facilities

SILVER "Former 'non-traditional student,' 80,
is curator of Maya exhibit at Penn"
– Milestones June 2009
Hollister Creative

SILVER Pushing 100 and Going Strong
JAM Communications

BRONZE Unraveling the Benefits Maze
JAM Communications

MERIT Caring for Caregivers
Council on Aging of West Florida

COMMUNITY ORGANIZATIONS (National)

Brochure / Booklet (Marketing Communications)

SILVER To War and Back
VFW Magazine

Brochure / Booklet (Publications)

MERIT Everyone Rides:
Transportation Access for Culturally
and Ethnically Diverse Elders
National Center on Senior
Transportation/N4A

Graphic Design (Art/Design)

SILVER Playing for Keeps
AARP / The Bulletin

SILVER 7 Critical Maneuvers
AARP / The Bulletin

SILVER No Rest for the Weary
AARP / The Bulletin

BRONZE The High Cost of Dying
AARP / The Bulletin

BRONZE In the News: April 2009
AARP / The Bulletin

MERIT Cover – July-August 2009
AARP / The Bulletin

MERIT Health Care for All
AARP / The Bulletin

MERIT Databank USA
AARP / The Bulletin

Magazine (Publications)

BRONZE Arthritis Today – March-April 2009
Arthritis Foundation

MERIT VFW Magazine Special Issue: WWII
VFW Magazine

Miscellaneous Editorial

GOLD Keynote: 50+ Learning Forum
for Older Workers
AARP Internal Communications

BRONZE "The Future of Long-Term
Care Services"
AARP

BRONZE Novelli Broadcast Center Dedication
AARP

BRONZE Welcome/Introduction: AARP
Financial Freedom Tour Launch
AARP Internal Communications

MERIT Speech by Tom Nelson to Volunteers
of America
AARP

MERIT NCAL's Practices In Excellence
– Preparing Residents for Moving
Out of Assisted Living Residences
National Center for
Assisted Living

Newspaper/Tabloid (Publications)

BRONZE	AARP Bulletin January/February 2009 AARP
MERIT	AARP Bulletin December 2009 AARP

Series of Articles—Magazine/ Newspaper/Newsletter (Editorial)

GOLD	The Law AARP
GOLD	Scam Alert AARP
SILVER	The New Face of HealthCare AARP
BRONZE	Editor's Letter AARP

Single Article—Magazine/ Newspaper/Newsletter (Editorial)

GOLD	Windows of Success AARP
GOLD	Busting Medicare Fraud AARP
GOLD	The High Cost of Dying AARP
GOLD	"Turn Over A New Leaf" Arthritis Foundation
SILVER	"Dear Jennie: A Message to You From the AARP President" November – December 2009 AARP
SILVER	Hire Yourself AARP
SILVER	No Rest for the Weary AARP
SILVER	Fresh Start – Laid off, but on track AARP
SILVER	America's Top 10 Greatest Navy Explorers VFW Magazine
SILVER	Draftees: Invaluable Contributors to Nation's Defense VFW Magazine
BRONZE	Champion for Elder Justice AARP
BRONZE	Fabulously Frugal AARP
BRONZE	Tempting Targets AARP
BRONZE	Oh, Lord, Don't Put Me in a Nursing Home AARP
BRONZE	"The Knees Have It" Arthritis Foundation
BRONZE	Giving Solace to the Families of Fallen Heroes VFW Magazine
MERIT	All Under One Roof AARP

MERIT	"The 18-Minute Challenge" Arthritis Foundation
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Special Event (Marketing Communications)

BRONZE	NCAL 2009 National Assisted Living Week Product & Planning Catalog National Center for Assisted Living
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GOVERNMENT

Book (Editorial)

SILVER	Caring for a Person with Alzheimer's Disease National Institute on Aging
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Brochure / Booklet (Mature Work & Retirement)

MERIT	Your Pension Benefit in a Marriage Breakdown Employees' Retirement Fund of the City of Dallas
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Brochure / Booklet (Publications)

SILVER	Understanding Breast Changes: A Health Guide For Women National Cancer Institute
MERIT	Smell and Taste: Spice of Life National Institute on Aging, NIH

Calendar (Publications)

MERIT	The Heart of Cecil County 2010 Senior Services & Community Transit (Cecil Co. Government)
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Consumer/ Public Relations Campaign (Marketing Communications)

SILVER	TV Converter Box Coupon Program Ketchum
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Miscellaneous Editorial

SILVER	Better Together: Meeting the Challenges Video Florida Department of Elder Affairs
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HEALTHCARE

Annual Report (Publications)

MERIT	A Moment In Time Christian Health Care Center
MERIT	Going Beyond – Community Benefit Report FY09 Senior Independence

Book (Editorial)

SILVER	How to Find the Best Eldercare Fairview Press
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Brochure / Booklet (Marketing Communications)

SILVER	Ovations Portfolio Sales Detailer Kruskopf Coontz
MERIT	Ask.Screen.Know. brochure Biosector 2
MERIT	St. Mary of the Woods Lifestyle Brochure Franciscan Sisters of Chicago Service Corp.
MERIT	CareMore Benefit Highlights TRAFFIK

Brochure / Booklet (Mature Work & Retirement)

BRONZE	Medicare Guidebook Staywell Custom Communications
MERIT	A Step by Step Guide to Making the Most of Medicine Staywell Custom Communications

Brochure / Booklet (Publications)

SILVER	More From Your Medicare Brochure WellCare Health Plans, Inc.
BRONZE	Medicare Enrollment Guide Wax Custom Communications
MERIT	Your Heart-Healthy Eating Guide Mayo Clinic

Calendar (Publications)

SILVER	2010 Older Adult Calendar Staywell Custom Communications
BRONZE	90 years and going strong Image Marketing Incorporated
BRONZE	WellCare 2010 Calendar Staywell Custom Communications
MERIT	2010 Calendar Staywell Custom Communications

Consumer/ Public Relations Campaign (Marketing Communications)

BRONZE	The Patchwork of Hope Network™ GCI Health
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Direct Mail (Marketing Communications)

BRONZE	April in Paris Salmon Health and Retirement
MERIT	Peace of Mind Providence Health & Services – Oregon
MERIT	CareMore Today Newsletter TRAFFIK

Education and Training (Mature Work & Retirement)

GOLD	iCaregiver Guide Senior Independence
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Graphic Design (Art/Design)

BRONZE "Be Well" Providence Heart and Vascular Institute
Providence Health & Services – Oregon

Magazine (Publications)

BRONZE Inter Valley Health Plan's "INTERVIEW" For Health and Vitality Member Magazine – Vol. 14, No. 2 Spring/Summer 2009
Inter Valley Health Plan (Medicare HMO)

BRONZE HAO – Special Edition 2009
Wax Custom Communications

MERIT Center Life
Christian Health Care Center

Marketing / Advertising Campaign (Marketing Communications)

GOLD Preferred Gold TV Marketing Campaign 2010
MVP Health Care

SILVER A New Generation of Medicine
Holy Cross Hospital

MERIT Hospice Testimonials
Hospice of Marion County

MERIT Cascades Healthcare Campaign
Walker Marketing, Inc.

Miscellaneous Editorial

GOLD Dining With Friends: An Innovative Approach to Dining for People with Dementia
Alzheimer's Resource Center

GOLD Growing Older, Staying Well
Health Dialog

SILVER Living with Coronary Heart Disease Short Web Video
Health Dialog

Miscellaneous Publication (Publications)

SILVER Patient Peripheral Neuropathy Awareness Kit
Artcraft Health Education

SILVER Interactive Educational Tool: Working Together in Diabetes
Artcraft Health Education

SILVER Growing Older, Staying Well
Health Dialog

SILVER Managing My Heart Health
Mayo Clinic

BRONZE Chemo Companion Pocket Guide
Artcraft Health Education

MERIT Emenol Chemotherapy Educational Patient Activity Resource Kit
Artcraft Health Education

MERIT Educational Diabetes and Cholesterol Booklet
Artcraft Health Education

MERIT Xyzal Educational Poster: Understanding Nasal Allergies
Artcraft Health Education

MERIT Aggrenox Stroke and TIA Teaching Tool
Artcraft Health Education

MERIT Avapro Avalide Tactile Teaching Tool
Artcraft Health Education

MERIT Understanding How the Brain Works
Artcraft Health Education

MERIT Understanding High Blood Pressure Educational Poster
Artcraft Health Education

MERIT Educational Prostate Cancer Teaching Tool
Artcraft Health Education

Newsletter (Publications)

GOLD Renew Fall 2009
Staywell Custom Communications

SILVER Your Health Advantage
Staywell Custom Communications

BRONZE St. Mary of the Woods Newsletter
Franciscan Sisters of Chicago Service Corp.

BRONZE Taking Care After 50 – May 2009
OptumHealth/Carrot

BRONZE Strive for Healthy Living, Spring 2009
Staywell Custom Communications

BRONZE Health Styles (commercial) Fall 2009
Staywell Custom Communications

BRONZE Update Summer 2009
Staywell Custom Communications

BRONZE HAO – Spring 2009
Wax Custom Communications

BRONZE today – Fall/Winter 2009
Wax Custom Communications

MERIT Holy Cross Health Today – Winter 2010
Holy Cross Hospital

MERIT Senior Focus News July/August 2009
Mills-Peninsula Health Services

MERIT Taking Care After 50 – November 2009
OptumHealth/Carrot

MERIT Connections Newsletter – Sept./Oct. Edition
Overlake Hospital Medical Center/Community Ed.

MERIT Providence Good Health
Providence Health & Services – Oregon

MERIT HealthStyles Medicare Summer 2009
Staywell Custom Communications

MERIT Healthy Living Winter 2010
Staywell Custom Communications

MERIT Health Journal PTS
Staywell Custom Communications

Other Print Materials (Mature Work & Retirement)

BRONZE Blue Care Network of Michigan
Staywell Custom Communications

Series of Articles–Magazine/ Newspaper/Newsletter (Editorial)

SILVER Heartnotes – Hospice and Palliative Care Journal/Advances in Care
Kruskopf Coontz

BRONZE Journey
Providence Health & Services – Oregon

Single Article–Magazine/ Newspaper/Newsletter (Editorial)

BRONZE End-of-Life Counseling – Talk about it!
Hospice of Marion County

Special Event (Marketing Communications)

MERIT Some Enchanted Evening
Franciscan Sisters of Chicago Service Corp.

TV Ad (Marketing Communications)

SILVER WellCare 2010 AEP "Two Ladies" 60 second commercial
WellCare Health Plans, Inc.

BRONZE CareMore Missing TV Spot
TRAFFIK

HOUSING

Advertising–Print/Radio/TV (Mature Work & Retirement)

GOLD What Makes a Mirabella TV
Pacific Retirement Services

Annual Report (Publications)

GOLD Annual Report: A Place Called Home
Geneva Foundation of Presbyterian Homes

SILVER Providing the Perfect Setting – 2009 Annual Report
Providence Life Services

BRONZE Annual Report
Asbury Communities

BRONZE Interesting People – Interesting Lives
Geneen Pintof Graphic Design

MERIT 2008-2009 Cedar Community Annual Report
Cedar Community

MERIT Rogue Valley Manor Foundation Annual Report
Pacific Retirement Services

MERIT 2008 Annual Report
Signal Hill

Brochure / Booklet (Marketing Communications)

GOLD	Willow Valley Brochure Creating Results – Strategic Marketing
SILVER	Saluda River Club "Welcome To The Good Life" B. Sheppard Consulting
SILVER	Gayton Terrace Brochure Horizon Bay Senior Communities
SILVER	Sherburne Commons Image Pocket Brochure – Joy of Life Unfolds Wirthwein Corporation
SILVER	Timber Ridge Guide for Senior Living Zillner Marketing Communications
SILVER	Meadow Ridge "Real Age" Calculator Mailer Zillner Marketing Communications
BRONZE	"Senior Living" Community Brochure Discovery Management
BRONZE	Fleet Landing Sales Package Brochure Love and Company
BRONZE	Trillium Woods: Questions to Ask Guide Zillner Marketing Communications
MERIT	Belmont Village Sales Folder Belmont Village
MERIT	The Spa Brochure Cedar Community
MERIT	Orchard Glen Brochure Crowley Webb and Associates
MERIT	Senior Star at Weber Place brochure Cubic
MERIT	Pine Run Brochure Hamlyn Senior Marketing
MERIT	Mirabella Seattle Show Brochure Pacific Retirement Services
MERIT	Pathway Community Brochure Pathway Senior Living
MERIT	Community Brochure Watermark Retirement Communities
MERIT	Timber Ridge Community Gatefold Brochure Zillner Marketing Communications
MERIT	Chester Village West – HealthyLife™ Services Brochure Zillner Marketing Communications

Brochure / Booklet (Mature Work & Retirement)

SILVER	WhiteStone Collateral Brochure Zillner Marketing Communications
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SILVER	Meadow Ridge Pocket of Discoveries Mailer Zillner Marketing Communications
BRONZE	Sagewood: Guide to Senior Living Zillner Marketing Communications

Brochure / Booklet (Publications)

GOLD	For Love of Neighbor Asbury Communities
SILVER	Mayflower Large Brochure Costa DeVault a wordwise company
SILVER	Willow Valley Club Brochure Creating Results – Strategic Marketing
BRONZE	The Carillon Brochure One Eighty
MERIT	Mayflower Mini-Brochure Costa DeVault a wordwise company
MERIT	Mirabella Portland LEED Brochure Pacific Retirement Services
MERIT	Rogue Valley Manor Foundation Joy of Giving Pacific Retirement Services
MERIT	Smart Moves – Why The Cypress Is – The Ultimate The Cypress Group

Calendar (Publications)

GOLD	Expressions Watermark Retirement Communities
SILVER	Resident Art Calendar Horizon Bay Senior Communities
BRONZE	American Heroes 2010 Calendar Belmont Village
MERIT	Life gets better.® 2010 Calendar Country Meadows Retirement Communities
MERIT	2010 Anniversary Calendar Rappahannock Westminster-Canterbury Foundation

CDs/DVDs (Mature Work & Retirement)

GOLD	Mirabella Seattle DVD Pacific Retirement Services
GOLD	Gems of Providence Providence Life Services
GOLD	The Cypress "Interviews with Members" The Cypress Group
MERIT	"The Forever Home: Going Green" Pam Walton Productions

Consumer/ Public Relations Campaign (Marketing Communications)

GOLD	American Heroes: Portraits of Service – 2009 Campaign Belmont Village Senior Living
BRONZE	Pathway Public Relations Campaign Pathway Senior Living

Direct Mail (Marketing Communications)

SILVER	Mirabella Seattle DVD Mailer Pacific Retirement Services
SILVER	The Marshes – What's Cooking? Zillner Marketing Communications
SILVER	Westminster Village – Antique Appraisal Event Zillner Marketing Communications
BRONZE	Passport to the World Horizon Bay Senior Communities
BRONZE	Londonderry Waterfront Living Direct Mail Love and Company
BRONZE	Edgewood Bistro Grand Opening Direct Mail Love and Company
BRONZE	Watermark University Orientation Watermark Retirement Communities
BRONZE	Get a Taste at Water's Edge Wirthwein Corporation
BRONZE	Westminster Village – Gardening Invite Mailer Zillner Marketing Communications
BRONZE	Meadow Ridge Value Letter and Guide Zillner Marketing Communications
BRONZE	The Marshes Resident for a Night Mailer Zillner Marketing Communications
BRONZE	Meadow Ridge Living Lightly Letter Zillner Marketing Communications
BRONZE	The Marshes Life Long Learning Letter Zillner Marketing Communications
BRONZE	Sagewood: Smart Plan Letter Zillner Marketing Communications
BRONZE	Sandhill Cove Life Care Letter w/ Guide Book Zillner Marketing Communications
MERIT	"Lock In Savings" Direct Mail Discovery Management

MERIT *Claremont Manor 9.23.10 Health Fair DM postcard*
Front Porch

MERIT *Wesley Palms 2.12.09 Valentine's Dance DM postcard*
Front Porch

MERIT *Designer Open House Invitation*
Hamlyn Senior Marketing

MERIT *John Wayne's Wild West*
Horizon Bay Senior Communities

MERIT *A Day at the Fair*
Horizon Bay Senior Communities

MERIT *The Big Band Experience*
Horizon Bay Senior Communities

MERIT *Seeds of Hope*
Horizon Bay Senior Communities

MERIT *Scratch and Win!*
Mather LifeWays

MERIT *Parkside Block Party BBQ Direct Mail*
Stevens & Tate Marketing

MERIT *Bold & Beautiful at Westminster Place*
Wirthwein Corporation

MERIT *East Ridge Here or There Mailer*
Zillner Marketing Communications

MERIT *Trillium Woods: Workshop Invitation*
Zillner Marketing Communications

MERIT *Cypress Glen Reintroduction Mailer – Delight in Life*
Zillner Marketing Communications

MERIT *Brandon Woods – Web Site Letter*
Zillner Marketing Communications

MERIT *Rolling Green Village Living Lightly Letter*
Zillner Marketing Communications

MERIT *Evergreen Place at Rolling Green Village True Care Brochure*
Zillner Marketing Communications

MERIT *The Heritage at Brentwood – Take the Mystery Out of Life Care Letter*
Zillner Marketing Communications

Graphic Design (Art/Design)

SILVER *Day at the Fair*
Horizon Bay Senior Communities

SILVER *Watermark 2007 Syrah*
Watermark Retirement Communities

BRONZE *Festival of Trees*
Horizon Bay Senior Communities

BRONZE *Pathway Digital Photo Frame*
Pathway Senior Living

MERIT *The Big Band Experience*
Horizon Bay Senior Communities

MERIT *The Cypress of Hilton Head – 16th Annual Open House & Tour of Homes*
The Cypress of Hilton Head Island

Logo/Letterhead Design (Art/Design)

MERIT *Logo – Our History, Heritage and Mission – EdenHill Communities, New Braunfels, TX*
Innisfree Healthcare Associates

Magazine (Publications)

BRONZE *Lifestyles – Summer 2009*
Asbury Communities

BRONZE *Lifestyles – Fall 2009*
Asbury Communities

Magazine Ad (Marketing Communications)

MERIT *Wesley Palms "Freedom is what it's all about" ad*
Front Porch

MERIT *The Carillon Biker Ad*
One Eighty

MERIT *The Carillon Summer Ad*
One Eighty

Marketing / Advertising Campaign (Marketing Communications)

GOLD *Samara Woods, Integrated Launch Campaign*
Continuum Crew, LLC

GOLD *Westminster Village Terre Haute 2009 Marketing/Advertising Campaign :30 sec spot*
Zillner Marketing Communications

GOLD *The Marshes – 2009 Advertising Campaign*
Zillner Marketing Communications

SILVER *Soleil Marketing/Advertising Campaign*
Evolv

SILVER *Walnut Village Marketing/Advertising Campaign*
Front Porch

SILVER *Raider Ranch Grand Opening*
Horizon Bay Senior Communities

SILVER *Breaking the Rules*
Watermark Retirement Communities

SILVER *Collington – 2009 Campaign :30 sec. spot*
Zillner Marketing Communications

BRONZE *Smart Retirement Decision*
Creating Results

BRONZE *Eskaton 2009 Advertising Campaign*
Eskaton

BRONZE *Wide Open Spaces Campaign*
Hamlyn Senior Marketing

BRONZE *New Resident Welcome Kit*
Horizon Bay Senior Communities

BRONZE *Life Is Good – Adv. and Direct Mail Campaign for ISL Communities*
Integral Senior Living

BRONZE *The Gables Campaign*
JHI

BRONZE *Trinity Terrace Winter Wonderland*
Pacific Retirement Services

MERIT *Life gets better – resident stories ad campaign*
Country Meadows Retirement Communities

MERIT *Orchard Glen Campaign*
Crowley Webb and Associates

MERIT *Vista del Monte Marketing/Advertising Campaign*
Front Porch

MERIT *My Friends, My Community*
Horizon Bay Senior Communities

MERIT *Traditions Memory Care*
Horizon Bay Senior Communities

MERIT *Meet the Residents*
Image Marketing Incorporated

MERIT *Edgewood Fall Event Series Campaign*
Love and Company

MERIT *The Mather*
Mather LifeWays

MERIT *Mirabella Seattle Cognitive Loss Lecture Series*
Pacific Retirement Services

MERIT *Mirabella Portland Lecture Series*
Pacific Retirement Services

MERIT *Capitol Lakes Senior Living Redefined*
Pacific Retirement Services

MERIT *Redefining Retirement – Resident Testimonials*
The Ehlers Group

MERIT *People Make the Difference*
United Methodist Homes

MERIT *Cascades Prospect Campaign*
Walker Marketing, Inc.

Miscellaneous (Mature Work & Retirement)

GOLD *The Raven*
Asbury Communities

Miscellaneous Editorial

BRONZE *Focus on Wellness – Evangelical Homes of Michigan*
Innisfree Healthcare Associates

Miscellaneous Publication (Publications)

BRONZE *Dining By Design Training and Marketing Program*
Integral Senior Living

Newsletter (Publications)

SILVER	Currents – Spring 2009 Asbury Communities
BRONZE	Mayflower “Passages” Newsletter (Summer 2009 Issue) Costa DeVault a wordwise company
BRONZE	Connection Newsletter Creating Results
BRONZE	Cypress Times The Cypress of Hilton Head Island
MERIT	Asbury Ink – February 2009 Asbury Communities
MERIT	The Circle: Winter 2009 Geneva Foundation of Presbyterian Homes

Newspaper Ad (Marketing Communications)

SILVER	Two Affordable at Water’s Edge Wirthwein Corporation
SILVER	Harbor at Buckner Villas Insert Wirthwein Corporation
BRONZE	Orchard Glen Backyard Ad Crowley Webb and Associates
BRONZE	Collington – 2009 Print Ad Campaign Zillner Marketing Communications
MERIT	Orchard Glen Chef Ad Crowley Webb and Associates
MERIT	Memory Maker Horizon Bay Senior Communities
MERIT	Knit Knacker Horizon Bay Senior Communities
MERIT	ACTS/Magnolia Trace Ad Love and Company
MERIT	Duluth Ad Walker Marketing, Inc.
MERIT	At Mercy, It’s the “Little Things” Wirthwein Corporation
MERIT	WhiteStone Newspaper Insert Zillner Marketing Communications

Photograph (Art/Design)

BRONZE	Fleet Landing Photo – Couple on beach with granddaughter Love and Company
MERIT	Smart Retirement Decision – Penny the Dog with Owner Dorothy Creating Results
MERIT	Fleet Landing Photo – Croquet Celebration Love and Company
MERIT	Fleet Landing Photo – Spa Ladies Love and Company
MERIT	Fleet Landing Photo – Yoga in front of mirror Love and Company

MERIT	Rogue Valley Manor Rehab Session Pacific Retirement Services
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Radio Ad (Marketing Communications)

MERIT	The Retirement Bundle Holland Home
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Series of Articles–Magazine/ Newspaper/Newsletter (Editorial)

SILVER	The Holland Home Experience Holland Home
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Single Article–Magazine/ Newspaper/Newsletter (Editorial)

SILVER	These Ladies Really Rock by Mary Buzard – Photo by Alex Talavera Presbyterian Homes – “The Chimes”
SILVER	Kendal Topics story about Japanese emperor The Kendal Corporation
BRONZE	Reflections: First Date by Moira T. Putnam Presbyterian Homes – “The Chimes”
BRONZE	Stories of Pioneering Leadership: Pat Flanagan Signal Hill
MERIT	Interment Camps for Japanese-Americans During World War II Living @ Sun City Carolina Lakes Magazine Guild
MERIT	Stories of Pioneering Leadership: Wally Longshore Signal Hill

Special Event (Marketing Communications)

SILVER	Vantage House Lunch and Learn Series Zillner Marketing Communications
BRONZE	A Touch of Mardi Gras Horizon Bay Senior Communities
BRONZE	Meadow Ridge Spring Open House Mailer Zillner Marketing Communications
BRONZE	Meadow Ridge Fall Open House Mailer Zillner Marketing Communications
MERIT	Casino Night Event Discovery Management
MERIT	Torchlight Resident Gem Cards Providence Life Services
MERIT	Parkside Block Party BBQ Event Campaign Stevens & Tate Marketing

TV (Editorial)

BRONZE	How to Become a Clown Asbury Communities
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TV Ad (Marketing Communications)

GOLD	Welcome Home to Eskaton: GRANDMA Eskaton
SILVER	Village Shalom – People TV Crowley Webb and Associates
SILVER	Wesley Palms “Say hello to Wesley Palms” TV ad Front Porch
MERIT	Orchard Glen TV Crowley Webb and Associates
MERIT	ACTS/Magnolia Trace TV Ad Love and Company

INSURANCE

Brochure / Booklet (Marketing Communications)

MERIT	SummaCare Secure 2010 Enrollment Guide (MAPD) SummaCare, Inc.
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Brochure / Booklet (Publications)

SILVER	2010 Benefit Summary Book Blue Cross and Blue Shield Association
SILVER	Your Road Ahead: A Guide to Comprehensive Driving Evaluations The Hartford
BRONZE	You and Your Car: A Guide to Driving Wellness The Hartford

Consumer/ Public Relations Campaign (Marketing Communications)

MERIT	Launch of Health Net Salud Medicare HMO Health Net
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Newsletter (Publications)

MERIT	LifeTimes Blue Cross and Blue Shield of Illinois
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Series of Articles–Magazine/ Newspaper/Newsletter (Editorial)

SILVER	Aetna Retiree Connections Newsletter Series Aetna Customized Communications Group
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TV Ad (Marketing Communications)

MERIT	Medicare “Smart Kitchen” TV Ad UPMC Health Plan
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MEDIA (Local/State)

Magazine (Publications)

MERIT *b magazine – Fall 2009*
On-Line Publishers, Inc.

MERIT *b magazine – Summer 2009*
On-Line Publishers, Inc.

Miscellaneous Editorial (Editorial)

MERIT *Senior Talk (with Carol Higgins Taylor)*
Eastern Area Agency on Aging

Newspaper/Tabloid (Publications)

MERIT *Milestones – May 2009*
Hollister Creative

MERIT *50plus Senior News*
On-Line Publishers, Inc.

Series of Articles–Magazine/ Newspaper/Newsletter (Editorial)

GOLD *“When Seniors Travel” series*
by Mike Miller
Senior Voice

Single Article–Magazine/ Newspaper/Newsletter (Editorial)

GOLD *“Frequent Flier”*
Good Times For Seniors

SILVER *Being Proactive – The Key to an
Easier Transition as a Caregiver*
On-Line Publishers, Inc.

SILVER *Pulling Beauty From the Ashes*
On-Line Publishers, Inc.

SILVER *“Grandfamilies” by Louise Freeman*
Senior Voice

SILVER *“Keeping Home Records Accessible”*
by Leslie Shallcross
Senior Voice

SILVER *Refugees make a new home here*
The Beacon Newspapers

BRONZE *When Creative Success Comes
Later in Life*
50 Plus Senior News PA

BRONZE *Don’t Go Overboard
with First Garden*
Good Times For Seniors

BRONZE *Eager for greater challenges*
The Beacon Newspapers

MERIT *PACZKI*
Good Times For Seniors

MERIT *B-I-N-G-O*
Good Times For Seniors

MERIT *The ‘ALCO DOC’*
Good Times for Seniors

MERIT *Where Nurturing Takes Flight*
On-Line Publishers, Inc.

MERIT *“Zoo Trails” by Louise Freeman*
Senior Voice

MERIT *Visiting the Big Apple with children*
The Beacon Newspapers

MERIT *Everyday heroes to the rescue*
The Beacon Newspapers

MEDIA (National)

Annual Report (Publications)

BRONZE *Johns Hopkins Medicine Memory
White Papers 2009*
MediZine

Book (Editorial)

GOLD *Let It Bleed*
Hachette Book Group

SILVER *“The Complete Geezer Guidebook”*
by Charles F. Adams
Linden Publishing

SILVER *Beef Up Your Brain: The Big Book of
301 Brain-Building Exercises, Puzzles,
and Games*
McGraw-Hill

BRONZE *How I Got to be Whoever It is I Am*
Hachette Book Group

MERIT *“Next Steps” by Jan Warner
and Jan Collins*
Linden Publishing

Graphic Design (Art/Design)

BRONZE *“Tails of Love”*
AARP The Magazine

BRONZE *“Red, White and Bruce”*
AARP The Magazine

BRONZE *“It’s All in the Family”*
(HealthMatters magazine article)
EPS Communications

MERIT *“Just Dustin”*
AARP The Magazine

MERIT *“Flying Solo and Thriving”*
(HealthMatters magazine article)
EPS Communications

Magazine (Publications)

GOLD *AARP The Magazine, May/June 2009*
AARP The Magazine

SILVER *AARP The Magazine,
November/December 2009*
AARP The Magazine

SILVER *HealthMatters, Fall 2009*
EPS Communications

SILVER *July/August/Sept. 09 –
“Under the Radar”*
Retirement Lifestyles Magazine

MERIT *AARP The Magazine,
September/October 2009*
AARP The Magazine

MERIT *HealthMatters, June/July 2009*
EPS Communications

MERIT *Walgreens Diabetes & You,
Holiday 2009 / Winter 2010 Issue*
H. Crimson Inc.

MERIT *April/May/June 09 – “Top 15 Issue”*
Retirement Lifestyles Magazine

Miscellaneous Editorial (Editorial)

BRONZE *The Enemy – Pearson*
Forever Young – Metroland

MERIT *Driving editorial – Don Wall*
Forever Young – Metroland

Photograph (Art/Design)

GOLD *“Wisdom of the Elders”*
AARP The Magazine

SILVER *“Ron Howard’s Revenge”*
AARP The Magazine

SILVER *“Moving History”*
AARP The Magazine

SILVER *Butch and Betty Young /
The Pressure’s Off*
(HealthMatters magazine article)
EPS Communications

MERIT *March/April 2009 (cover)*
AARP The Magazine

MERIT *The Benenati Family /
“It’s All in the Family”*
(HealthMatters magazine article)
EPS Communications

Single Article–Magazine/ Newspaper/Newsletter (Editorial)

GOLD *“Wisdom of the Elders”*
AARP The Magazine

GOLD *“How To Get Ready for the Worst
That Could Happen”*
AARP The Magazine

GOLD *“Flying Solo and Thriving”*
(HealthMatters magazine article)
EPS Communications

GOLD *Linden profile – Don Wall*
Forever Young – Metroland

GOLD *Hearing – Ellen Ashton-Haiste*
Forever Young – Metroland

SILVER *“The Simple Life”*
AARP The Magazine

SILVER *Remembrance – Guly*
Forever Young – Metroland

SILVER *The Longest Jump*
MediZine

SILVER *How Low?*
MediZine

SILVER *How Do I Live?*
MediZine

BRONZE *“New Miracle Drugs”*
AARP The Magazine

BRONZE *“Moving History”*
AARP The Magazine

BRONZE *Christmas – Ford-Spencer*
Forever Young – Metroland

BRONZE *Solo Blues – Janni Kloet, Empty Nest*
Forever Young – Metroland

BRONZE *Love in the home – Ford-Spencer*
Forever Young – Metroland

BRONZE	What Is That Symptom? MediZine
BRONZE	5 Docs' Health Tips MediZine
BRONZE	Food of Life MediZine
BRONZE	Joint Efforts MediZine
BRONZE	Your Healthy Heart MediZine
BRONZE	Sleep Tight MediZine
MERIT	"Laid Off!" AARP The Magazine
MERIT	"Double Trouble" (HealthMatters magazine article) EPS Communications
MERIT	Volunteering – Sue Wakefield Forever Young – Metroland
MERIT	Home on Campus – Randy Ray Forever Young – Metroland
MERIT	Personality – Christopher Guly Forever Young – Metroland
MERIT	Eye-Care Update MediZine
MERIT	Joint Action MediZine
MERIT	Seeking a Patient-Centered Approach Staywell Custom Communications

MISCELLANEOUS ORGANIZATION

Book (Editorial)

SILVER	Facing Death: A Companion in Words and Images Health Professions Press
MERIT	Strengthen Your Mind Program: A Course for Memory Enhancement Health Professions Press

MERIT	Ready or Not, Your Retirement Planning Guide MEI Publishing Inc.
MERIT	Second Blooming for Women: Growing a Life That Matters After Fifty Second Blooming, Inc.

Brochure / Booklet (Marketing Communications)

BRONZE	Sloan Center on Aging & Work Brochure Sloan Center on Aging & Work at Boston College
MERIT	Image Brochure SB&A
MERIT	Home Towne Square Brochure SB&A

Consumer / Public Relations Campaign (Marketing Communications)

GOLD	Elder Justice Now Campaign Agecomm
BRONZE	Not-So-Trivial Pursuit Health Care Association of NJ (HCANJ)

Direct Mail (Marketing Communications)

BRONZE	Event Mailer SB&A
MERIT	Shoe Direct Mail SB&A

Marketing / Advertising Campaign (Marketing Communications)

MERIT	Vigilan 2009 Ad Campaign Mackenzie Marketing Group
MERIT	Smart Decisions Campaign SB&A
MERIT	Glen Arden Carriage Home Winter Marketing Campaign Trace Consulting Group

Miscellaneous Publication (Publications)

SILVER	Sharing and Caring (audio recording) Ceridian
MERIT	The Directory For Seniors And Their Families Lawton Printing Inc.

Newsletter (Publications)

MERIT	Village Voice. Volume 1, Spring 2009 SB&A
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Newspaper Ad (Marketing Communications)

SILVER	A Day at Winchester Gardens Print Ads SB&A
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Retirement Education (Mature Work & Retirement)

MERIT	Ready or Not, Your Retirement Planning Guide MEI Publishing Inc.
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Series of Articles—Magazine / Newspaper / Newsletter (Editorial)

SILVER	Life Stages, Life Changes AARP Segunda Juventud
BRONZE	President Obama's First 100 Days AARP Segunda Juventud
BRONZE	Health Care Reform – What's at Stake for Hispanics AARP Segunda Juventud

Single Article—Magazine / Newspaper / Newsletter (Editorial)

SILVER	Just Once More: The Face of Addiction AARP Segunda Juventud
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Thank you again to all of our entrants and to our judges!

If you would be interested in serving as a judge for the 2011 National Mature Media Awardssm, please visit **seniorawards.com** to complete a 2011 judging application, or contact Patricia Henze, Executive Director, Mature Market Resource Center, 1-800-828-8225. E-mail: info@seniorawards.com

2010 Judges

Liana Allison is the principal of Allison Consulting, a full-service marketing and communications firm that specializes in marketing to the 50+ consumer. Based in the Chicago area, Allison Consulting currently serves retirement community, assisted living, supportive living, pharmaceutical and home healthcare clients.

Eric Anderson manages Corporate Communications for Asbury Communities, a system of not-for-profit retirement communities headquartered in Germantown, MD. He develops and improves Asbury's system-wide communications, manages risk communications, coordinates public relations initiatives, and supports marketing outreach that increases awareness and occupancy for Asbury's communities. He draws upon 18 years of experience in roles such as editing, media production and script development, journalism, campaign development, web-based content coordination, and advertising sales and media management.

Kathy Bartz is Vice President of Sales and Marketing, Presbyterian Villages of Michigan, based in Southfield, MI.

Joan Beloff is a specialist in the field of gerontology with 30 years of experience serving the elderly population. She serves as the New Vitality/Community Outreach Director for Chilton Memorial Hospital in Pompton Plains, NJ, where she coordinates community outreach programs for the hospital and surrounding community. Ms. Beloff also supervises the Gerontology, Community Health, Parent Education and Corporate Wellness personnel at Chilton Memorial Hospital. She has been awarded numerous times for her New Vitality programs.

Lori Bitter is President of Continuum Crew, based in San Francisco, CA, an integrated communications firm focused on engaging mature consumers. In 2010 Continuum Crew was named on Entrepreneur magazine's 100 to Watch list. Ms. Bitter has more than 25 years of advertising, public relations and strategic planning experience and is the author of numerous white papers on topics relevant to the senior and Boomer population. She holds a Master's degree in Advertising from the University of Illinois, Urbana-Champaign and is a former Associate Professor of Advertising and Public Relations within Communications at Parkland College in Champaign, Illinois.

Aaron D'Costa serves as Vice President of Marketing & Business Development for Pathway Senior Living in Des Plaines, IL, an owner of assisted and independent living communities ranked among ALFA's Top 75 providers. With 20 years in the senior housing industry, Mr. D'Costa is responsible for the sales and marketing of lease-up and stabilized communities; identification of key development, acquisition and management contract opportunities, and the formation and implementation of a corporate strategic plan. Prior to joining Pathway, he operated his own strategic marketing and management consulting firm with clients throughout the country benefiting from his varied experiences. Mr. D'Costa previously held community- and corporate-based positions with national providers such as Marriott Senior Living Services, Sunrise Senior Living, Classic Residence by Hyatt and Fountains Retirement Communities. He earned his MBA from The George Washington University.

Steven DaVerne is the VP, Creative Director of Wirthwein Corporation Marketing & Advertising, East Aurora, NY. With degrees in advertising, fine art, and psychology, he has served Fortune 500 clients for over twenty years. A recipient of numerous prestigious awards in both advertising and fine art, Mr. DaVerne provides the creative direction for the entire company. He oversees all aspects relating to strategy, content, design and execution, including traditional media, internet and new media. His other responsibilities include operational and client related processes and business development strategy.

C. Jill Hofer is Director of Communication and Public Relations of Watermark Retirement Communities based in Tucson, AZ. She also serves as Executive Director of Watermark for Kids. Ms. Hofer's background includes an undergraduate degree in marketing, an MBA and over 16 years in advertising, public relations, marketing, writing and research. She has extensive experience forging connections with local communities and is the author of a book on Cause Marketing.

Tim Itano serves as the Creative Director for Stevens & Tate Marketing, a full-service marketing firm, based in Lombard, IL, providing strategically-based solutions in the interactive/web, social, and print arenas. Mr. Itano brings 20 years of experience conceiving memorable,

results-driven creative for the hospitality, home-building (general and senior-centric), and other lifestyle-based industries.

Patty Jamison is President & Founder of Innisfree, based in Plymouth, MI. Her comprehensive background in nursing, admissions, operations, sales and marketing offers an in-depth working knowledge of senior living and long-term care operations. "Real time, boots on the ground" experience in key management positions qualifies her to deliver one-of-a-kind innovative solutions to senior living clients of all kinds. Ms. Jamison is a member of state and national senior living and care associations and serves as a frequent speaker at both regional and national industry conferences.

Erin McCoy Loftus is the Wellness Program Specialist for Mather LifeWays Institute on Aging, in Evanston, IL, where she is currently involved in research related to positive aging and establishing education, programs/services, and experiences to support a culture of wellness. She has over 7 years of management and leadership experience in several senior living communities.

Leslie Nolen leads The Radial Group, based in Dallas, TX, which offers marketing services and profit strategies for health and wellness businesses. Radial publishes the widely-respected annual *Health & Wellness Trend Report* and the weekly *Health & Wellness Business Advisor*. Nolen advises health and wellness business leaders on sales, marketing and strategy for building strong businesses that make a difference in people's lives. She's also a frequent speaker at industry events and a source for national business and industry publications including *The New York Times* and *The Wall Street Journal*.

Karen Parente is the Founder and President of Imagine Senior Living in Fountain Hills, AZ, which offers a wide range of specialized consulting services within the industry. She blends a unique combination of experience and creativity in all aspects of consulting services to the senior living industry. Ms. Parente's crossover into the senior living industry came after having served in several management positions at two of the world's leading publicly held hospitality companies: MGM Mirage and Wynn Resorts Ltd. Before starting Imagine, she spent more than five years as the Chief

2010 Judges (continued)

Operating Officer for a private group of senior living owners and developers with a portfolio spanning several states and valued in excess of \$200 million.

Scott L. Parkin is principal of AgeComm (AgeComm.com), a communications and public relations practice based in Reston, Virginia. Mr. Parkin has more than 27 years in business communications with a focus on America's seniors. For seven years, he served as vice president of communications for the National Council on Aging. From 1988-2000, he was vice president of communications and public affairs for the American Association of Homes and Services for the Aging.

Jeff Pappalardo is SVP, Creative Director at Crowley Webb, a full-service advertising agency in Buffalo, NY. After 10 years working at various agencies in New York City, he moved to Crowley Webb in 1994. Mr. Pappalardo has experience in many categories, including banking, healthcare, pharmaceuticals, and senior living. His work has been recognized by The One Show, Communications Arts Advertising Annual, The Globals, Print Design Annual, American Corporate Identity, and the ADDYs. He leads Crowley Webb's senior marketing group (crowleywebbsr.com).

Bruce Rosenblatt is President of BR Sales & Marketing Consulting in Bonita Springs, FL. He has been involved with sales and marketing senior housing communities for over 20 years both as a consultant and executive with some of the nation's leading for-profit and not-for-profit senior living companies and has overseen the sales and marketing of over 75 properties throughout the country. Mr. Rosenblatt has served on the Board of Directors for Florida Area Agency on Aging and on The Retirement Housing Council for Florida.

John Schnabl is Program Manager at Greater Wisconsin Agency on Aging Resources. He has a Bachelor's Degree from University of Wisconsin-Oshkosh in Political Science and a Master's Degree in Administrative Leadership from the University of Wisconsin Milwaukee. Mr. Schnabl is currently the Manager of Older Americans Act Programs and Special Projects for the Greater Wisconsin Agency on Aging Resources. He was previously the Executive Director of the Southeastern WI Area Agency on Aging.

Paula Sellergren, Director of Marketing, Mather LifeWays, based in Evanston, IL.

Betsy L. Sheppard is the founder and team leader of B. Sheppard Consulting (bsheppard-consulting.com) based in Atlanta, GA. She has over 28 years of experience in the marketing and advertising industry. Ms. Sheppard launched B. Sheppard Consulting in 1999 after a successful tenure as VP of Marketing for one of the top 25 real estate companies in the US — Northside Realty. B. Sheppard Consulting is recognized nationally as a marketing specialist in the 50+ and Senior Housing industry. Ms. Sheppard currently serves on the Board of Directors for the Greater Atlanta Homebuilders 50+ Housing Council and she will lead the council as Chairman of the Board in 2010. She is currently serving on the Atlanta Green Building Council Board of Directors and she previously served as a Board Member for the Council on Elder Abuse and Neglect.

Paula Spurway works in the Member Engagement area of the Blue Cross and Blue Shield Association based in Washington, DC. She has over 30 years of experience in the health care industry. Ms. Spurway joined the Blue Cross and Blue Shield Association in 1982 and has experience in the member services, training and communications areas. Her responsibilities include developing member communications materials as well as coordinating the development of articles and email blasts for use by federal advocacy groups. She was also a judge for the Blacks in Government (BIG) Oratorical and Information Superhighway Student competitions.

Suzanne Strassburg is responsible for directing Eskaton's public relations initiatives. Eskaton, based in Carmichael, CA, is a nonprofit provider of community living, services and care options for older adults. Her role is to promote and protect the integrity of Eskaton's brand, as well as develop partnerships and media opportunities. Strassburg joined Eskaton in January 2008 and prior to this managed community development for the American Cancer Society. She is a member of the Public Relations Society of America, the National Association of Professional Women, and Junior League of Sacramento. Strassburg is a graduate of St. Mary's College of CA with a double major in Anthropology and Sociology.

Christine Wirthwein is President of Wirthwein Corporation Marketing & Advertising in East Aurora, NY. She brings extensive experience in branding and repositioning, strategic planning, sales, marketing and advertising to the senior living and healthcare industry. Ms. Wirthwein is an author and sought after speaker and regularly serves as a faculty member for AAHSA, LCN and other numerous other state conferences. She co-authored, *Inside Advice for Senior Housing Marketing*. She teaches the annual "Marketing Professional Certificate Program." Wirthwein Corporation has served over 200 clients in 27 states and Canada.

Enter Our Other Awards Programs for 2010

The Mature Market Resource Center's



Recognizing Innovative Products & Services
for Older Adults and Their Families.

The **New Product & Technology AwardsSM**, organized by the Mature Market Resource CenterSM (MMRC), annually recognizes the world's best technologies, products and services for older adults and their families.

Entry Deadline: July 30, 2010

Visit **agingawards.com** for complete details.

Entry Categories Include: Computer Technology • Communications • Electronics Monitoring/ Detection • Prevention/Health Maintenance Rehabilitation • Personal Devices • Housing and Design • Home Furnishings/Materials Household Products/Supplies • Hygiene/Grooming • Nutrition • Safety • Personal Mobility • Automotive/Transportation • Fitness/Recreation/Hobbies • Internet Technologies (Website, Blog, Social Network, Mobile Application, Webcast - Audio/Video)



Now in its 12th year, the goal of the **Web Health AwardsSM** (formerly the World Wide Web Health Awards), is to recognize high-quality electronic health information. The awards program is organized by the Health Information Resource CenterSM (HIRC), a national clearinghouse for professionals who work in consumer health fields.

The Web Health Awards is an extension of the HIRC's 17-year old National Health Information AwardsSM, the largest program of its kind in the United States.

Entry Deadline: July 30, 2010

Visit **webhealthawards.com** for complete details.

Entry Categories Include: Blog • Mobile Application • Webcast Audio/Video • E-Newsletter • Interactive Content • Microblog • RSS Feed • Social Network • Web-based Ad • Website • Extranet • Intranet • Portal or Gateway Site

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For The 2011 Awards Program!



For Entry and Sponsorship Information:

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The Mature Market Resource Center (MMRC), organizer of the awards program, is a national information clearinghouse for older adult programs. In addition to the *National Mature Media Awards*SM and *The New Product & Technology Awards*SM, other well-known MMRC programs include: *National Senior Health & Fitness Day*[®]; the *Mature Fitness Awards USA*SM; and the *Senior Media Directory*TM.

You can find a complete description of MMRC programs and services and other useful senior market information on our website: **seniorprograms.com**.

Phone: 1-800-828-8225 • E-mail: info@seniorprograms.com