

# 2014

## 23rd Annual National Mature Media Awards<sup>SM</sup>

### New Categories

Web-based & Mobile  
Mature Work & Retirement  
Education/Training Programs

# Call for Entries

**Selected 2013 Gold and Silver Winners**  
(Visit [seniorawards.com](http://seniorawards.com) to download the complete list of winners.)

Presbyterian Manors



Visit  
[seniorawards.com](http://seniorawards.com)  
/digital  
for selected  
digital winners

Park Nicollet  
Heart and Vascular Center



AARP

be.group



Country Meadows Retirement



**Entry Deadline:**  
**May 16, 2014**

# The Mature Market Resource Center<sup>SM</sup> presents the 23rd Annual National Mature Media Awards<sup>SM</sup>

The National Mature Media Awards<sup>SM</sup> celebrates its 23rd year of recognizing the nation's best marketing, communications, educational materials, and programs for adults age 50 and older. This is the largest and most prestigious awards program of its kind.

**New Categories:** **Web-based** and **Mobile** will recognize online and mobile programs; **Mature Work & Retirement** will recognize changing older adult retirement and work options; **Education/Training Programs** will recognize continuing education, staff training/development and consumer programs.

The competition is open to all organizations and individuals that produced materials in 2013 (January 1, 2013-December 31, 2013). Web-based and Mobile entries are eligible if the entries are active during the judging review period in June and July, 2014.

## Entry Details...

Choose one Division *and* one Category per entry. You may submit as many entries as you want, but you must pay an entry fee for each submission. Include one sample of your entry (three copies for article entries) and two copies of your completed entry form. For Web-based and mobile entries, include the information needed to access your entry—URL, username, etc. *Please carefully review the entry requirements found on the back of the entry form.*

**Enclose \$56.00 for each entry.** *Certain categories require an extra fee—see entry form for details.* Multiple entries may be paid with one payment.

**Entry deadline: May 16, 2014**

**Judging:** Entries will be judged by Division and Category. Using a rating scale of 1 to 100, a panel of mature market experts will judge the entries based on format, content, creativity, relevance and overall quality. Judges' scores will be totalled and averaged. Gold, Silver, Bronze, and Merit certificates may be awarded by Division and Category based on these averaged scores. *All judges' decisions are final.* Entries cannot be returned. Winners will be announced in July. Winning entries may be used for promotional purposes.

**Payment:** Make checks payable to **Mature Market Resource Center (MMRC)**. Visa, MasterCard and American Express are accepted.

### Send all entries to:

2014 National Mature Media Awards Program  
c/o Mature Market Resource Center  
328 West Lincoln Avenue, Suite 10  
Libertyville, IL 60048-2725

**Questions?** Call: 1-800-828-8225

E-mail: [info@seniorawards.com](mailto:info@seniorawards.com) • Web: [seniorawards.com](http://seniorawards.com)

**NEW ADDRESS**

## Award winners will receive:

*A colorful award certificate*

*Listing on [seniorawards.com](http://seniorawards.com)*

*Select Gold & Silver award winners will be featured on Web site*

*Complete list of 2014 winners*

*National publicity*

*Resources to promote your achievement*

*One-year license to use the official National Mature Media Awards winner logo*



(Sample Award Certificate)



**Winner**

(Sample Winner Logo)

# How to Enter...

## Choose one Division

- **Community Organizations**  
Local/State or National  
(Nonprofit Groups, AAAs,  
Senior Centers, etc.)
- **Financial Services**
- **Government** (Local, State, Federal)
- **Healthcare** (Hospitals, Health Systems,  
Home Care, Managed Care)
- **Housing** (Active Adult, Assisted Living,  
CCRC, Long-Term Care)
- **Insurance** (Health, Life, Property, etc.)
- **Media** Local/State or National  
(Television, Radio, Publishing)
- **Miscellaneous Organization**  
(Any organization not included in  
the above Divisions)

## Choose one Category

### Marketing & Communications: (A single item)

- Brochure/Booklet
  - Direct Mail
  - TV/Radio Advertising
  - Magazine/Newspaper Advertising
  - Misc. Marketing/Communications
- (Total Programs—Multiple Media)
- Marketing/Advertising Campaign \*
  - Consumer Campaign/Special Event \*

### Publications/Editorial: (A single item/issue)

- Annual Report
- Article—Magazine/Newsletter/  
Newspaper (1 article only, include  
3 copies of the article)
- Book \*
- Brochure/Booklet
- Calendar
- Magazine
- Newsletter/Newspaper
- Misc. Publication/Editorial

### NEW!

### Education/Training Programs: (Multiple Media)

- Staff/Inservice Training \*
- Consumer Education Program \*

### NEW!

### Mature Work & Retirement: (A single item)

- Brochure/Booklet
- Advertising—Print/Radio/TV
- Online/Digital Resource
- Retirement Education Program \*

### Art/Design: (A single item)

- Graphic Design
- Logo/Letterhead Design
- Photograph (must include  
older adult)

### NEW!

### Web-based & Mobile Resources:

- Web Site
- Digital Publication (blog, e-newsletter, etc.)
- Web-based Resource/Tool  
(interactive online resource)
- Mobile Resource  
(mobile application or Web site)
- Social Media (Facebook, Instagram,  
Pinterest, Twitter, YouTube, etc.)

\* Note: There is an additional \$20 fee  
for these categories.

## Review the entry requirements on the back of the entry form.

Failure to follow these guidelines may result in disqualification of your entry.

### Questions About Your Entry?

Call: 1-800-828-8225 • E-mail: info@seniorawards.com • Web: seniorawards.com

# 2014 ENTRY FORM

#

Please type or neatly print all information below. Include **two copies** of this form with your entry. Place the entry in an envelope and staple the two copies of the entry form on the outside. Place in larger envelope for mailing.

(For office use)

Name \_\_\_\_\_ Title \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_

**Award Information:** (List the **exact title** of your entry, not a generic term. The title and organization name that you list below will be used on the certificate and winners list should you win an award.)

Entry Title \_\_\_\_\_

*Actual name of the piece*

Organization \_\_\_\_\_

*If different than organization above***Division:** (Check only one)

- ☐ Community Organizations  
*choose one:* ☐ Local/State **or** ☐ National
- ☐ Financial Services
- ☐ Government
- ☐ Healthcare

- ☐ Housing
- ☐ Insurance
- ☐ Media  
*choose one:* ☐ Local/State **or** ☐ National
- ☐ Miscellaneous Organization

**Entry Deadline:**  
**May 16, 2014**

**Category:** (Check only one)**Marketing & Communications** (*single item*)

- ☐ Brochure/Booklet
- ☐ Direct Mail
- ☐ TV/Radio Advertising
- ☐ Magazine/Newspaper Advertising
- ☐ Misc. Marketing/Communications
- (Total Programs—Multiple Media)**
- ☐ Marketing/Advertising Campaign\*
- ☐ Consumer Campaign/Special Event\*

**Publications/Editorial** (*single item/issue*)

- ☐ Annual Report
- ☐ Article—Magazine/Newsletter/Newspaper  
*(1 article only, include 3 copies of the article)*
- ☐ Book\*
- ☐ Brochure/Booklet
- ☐ Calendar
- ☐ Magazine
- ☐ Newsletter/Newspaper
- ☐ Misc. Publication/Editorial

**Education/Training Programs:** (*Multiple Media*)

- ☐ Staff/Inservice Training\*
- ☐ Consumer Education Program\*

**Mature Work & Retirement** (*single item*)

- ☐ Brochure/Booklet
- ☐ Advertising—Print/Radio/TV
- ☐ Online/Digital Resource
- ☐ Retirement Education Program \*

**Art/Design** (*single item*)

- ☐ Graphic Design ☐ Logo/Letterhead Design
- ☐ Photograph (*must include older adult*)

**Web-based & Mobile Resources**

- ☐ Web Site
- ☐ Digital Publication  
*choose one:* ☐ Blog ☐ E-Newsletter
- ☐ Web-based Resource/Tool
- ☐ Mobile Resource  
*choose one:* ☐ Mobile Application ☐ Mobile Web Site
- ☐ Social Media  
*choose one:* ☐ Facebook ☐ Instagram ☐ Pinterest  
☐ Twitter ☐ YouTube ☐ Other

\*Additional \$20 fee required for these categories.

**Entry Fee:** \$ **56.00** + Add'l Fee\* (*if applicable*) \_\_\_\_\_ **TOTAL \$** \_\_\_\_\_  
Fee is per entry. (\$20 additional fee for categories marked with an asterisk\*)

**Payment:** (*Choose method of payment:* ☐ VISA ☐ MasterCard ☐ American Express ☐ Check)  
Make checks payable to: **Mature Market Resource Center (MMRC)**. Our Federal Tax ID: 36-3559293.

Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_

Security Code (on back of card) \_\_\_\_\_ Cardholder Name (print) \_\_\_\_\_

Signature \_\_\_\_\_

**NEW  
ADDRESS**

**Mail To:**  
2014 National Mature Media Awards • c/o Mature Market Resource Center  
328 W. Lincoln Avenue, Suite 10 • Libertyville, IL 60048-2725

(Please detach and return, you may photocopy this entry form or download the PDF file at seniorawards.com.)

# 2014 Entry Requirements

**Please review these instructions carefully to avoid having your entry disqualified.**

## General Instructions:

**Submit one copy of your entry.** (If submitting an article, 3 copies are required, see instructions below.) Enclose your entry in a 9" x 12" envelope (or larger if needed) with **two copies of your entry form** stapled (not taped) to the outside of the envelope. Place this in another envelope for mailing. *Please do not mount any print materials.*

## Special instructions only for article entries:

**Submit three (3) copies of the article.** Photocopies or originals are acceptable. Do not send the entire publication, only the article being submitted.

## Instructions for Web-based or mobile resource entries:

Include URL and/or other access codes (including any passwords needed) on a separate one page sheet. You may also include any supporting information about your online entry on this same sheet (1 side).

**All information must be typed.** *Attach sheet to entry form.*

## 2014 National Sponsors



*Advocacy. Action. Answers on Aging.*



**Visit our sponsors online:** [n4a.org](http://n4a.org) • [asaging.org](http://asaging.org) • [alfa.org](http://alfa.org) • [acpinc.com](http://acpinc.com)



The Mature Market Resource Center (MMRC), organizer of both the *National Mature Media Awards<sup>SM</sup>* and the *New Product & Technology Awards<sup>®</sup>*, is a national clearinghouse for the older adult market. Other well-known MMRC programs include: *National Senior Health & Fitness Day<sup>®</sup>* and the *Mature Fitness Awards USA<sup>®</sup>*.



# 23rd Annual National Mature Media Awards<sup>SM</sup> Call for Entries



Walgreens



Asbury Methodist Village



The Evergreens



Mather LifeWays



United Healthcare

**New Entry  
Categories for 2014!**  
See Inside for Details.

**2014 National Sponsors**



*Advocacy. Action. Answers on Aging.*



**Entry Deadline:  
May 16, 2014**

MATURE MARKET  
**Resource  
Center<sup>SM</sup>**

328 W. Lincoln Avenue, Suite 10  
Libertyville, IL 60048-2725

**IMPORTANT: Timely Material**  
Please share with others involved  
in your older adult programs.