

2021

Winners

*30th Annual*

National  
Mature Media  
Awards<sup>SM</sup>

*Honoring the Nation's Best Marketing, Communications,  
Educational Materials and Programs for Older Adults*

Web: [seniorawards.com](http://seniorawards.com)

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# 2021 National Mature Media Awards Judges

*We would like to thank our 2021 judges for their time and expertise in reviewing this year's entries. For more information about our 2021 judges, please visit [seniorawards.com/2021winners](http://seniorawards.com/2021winners).*

**Laura Bennett**

*President*  
Bennett & Company, Inc.

**Paula Ledbetter**

*Assistant Vice President/  
Marketing*  
Mather

**Loren Roberts**

*Marketing Project Specialist*  
HumanGood

**Scott A. Davis**

*VP and Creative Director*  
AARP Media/Publications

**Wes Meltzer**

*Director of Marketing  
and Communications*  
Westminster Communities  
of Florida

**Amy Selle**

*Vice President*  
corecubed

**Charlotte Doyle, RN**

*Board Member*  
Libertyville Senior Council

**Debra Sheridan**

*President*  
Ivy Marketing

**Janis Ehlers**

*President*  
The Ehlers Group, Inc.

**Lauren Messmer**

*President*  
Solutions Advisors Group

**Rob Siedenburg**

*Senior Instructor for  
Advanced Academic Writing*  
University of Illinois,  
Urbana–Champaign

**Wendy Foster**

*Vice President*  
IVY Marketing Group

**Cindy Morris**

*Vice President-Development  
& Community Engagement*  
American Society on Aging

**Jonathan Lavin**

*Retired CEO*  
AgeOptions

**Di Patterson, MSG, CPG**

*Founder and Author*  
Success in Aging Centers<sup>®</sup>, Inc.  
and Season of Life<sup>®</sup>  
Conferences, Inc.

## Advertising—Print

### GOLD

*The Arlington Hurricane Print Ad*

**Davis Harrison Dion**

Classification: Marketing & Communications  
Division: Housing

### SILVER

*Proper Disposal of Unused & Expired Medications*

**Area Agency on Aging, Region One**

Classification: Health Promotion & Wellness  
Division: Community Organizations (Local/State)  
Advertising—Print

### BRONZE

*HiNeighbor*

**Area Agency on Aging, Region One**

Classification: Home & Community Based Programs  
Division: Community Organizations (Local/State)

### MERIT

*World Elder Abuse Awareness Day 2020*

**Area Agency on Aging, Region One**

Classification: Marketing & Communications  
Division: Community Organizations (Local/State)

## Advertising—TV

### MERIT

*HealthMarkets Fit Score Annual Enrollment DRTV Commercial*

**Bluewater**

Classification: Marketing & Communications  
Division: Media (National)

## Annual Report

### GOLD

*The 2020 Covenant Living Annual Report*

**Covenant Living Communities and Services**

Classification: Publications/Editorial  
Division: Housing

### SILVER

*Community Impact Report — 2020*

**Council on Aging of Central Oregon**

Classification: Publications/Editorial  
Division: Community Organizations (Local/State)

### SILVER

*Annual Report 2019*

**Area Agency on Aging, Region One**

Classification: Publications/Editorial  
Division: Community Organizations (Local/State)

### BRONZE

*20 Reasons to Love United Methodist Communities 2020 Annual Report*

**United Methodist Communities**

Classification: Publications/Editorial  
Division: Housing

## Article—Magazine/Newsletter/Newspaper

### GOLD

*Vaping vs. smoking*

**Mayo Clinic Health Letter**

Classification: Publications/Editorial  
Division: Healthcare

### GOLD

*18 Weeks*

**David Hochman**

Classification: Publications/Editorial  
Division: Media (National)

### GOLD

*Is Ageless Beauty Worth Dyeing For?*

**Sisters From AARP**

Classification: Publications/Editorial  
Division: Miscellaneous Organization

### GOLD

*This Is What It Feels Like to Be a COVID-19 Long-Hauler*

**Michelle Crouch | AARP.org**

Classification: Publications/Editorial  
Division: Media (National)

### GOLD

*The Last Days of Stan Lee*

**David Hochman**

Classification: Publications/Editorial  
Division: Media (National)

### GOLD

*Reset, Rethink, Repair Your Finances*

**Lynn Asinof, Daniel Bortz, Kimberly Lankford, and Robert Powell**

Classification: Publications/Editorial  
Division: Media (National)

### GOLD

*A Physician of Faith and Reason*

**Justin Nobel**

Classification: Publications/Editorial  
Division: Media (National)

### GOLD

*When Handicapped-Accessible in Hotels Really Isn't*

**Rebecca Theim**

Classification: Publications/Editorial  
Division: Miscellaneous Organization

### GOLD

*José Andrés Is Feeding the World*

**Maria Bustillos**

Classification: Publications/Editorial  
Division: Media (National)

### GOLD

*War Map Leads to MIA Clues*

**Ismael Rodriguez Jr.**

Classification: Publications/Editorial  
Division: Community Organizations (National)

### GOLD

*The Age Factor in Cancer Care*

**Cheryl Platzman Weinstock | AARP.org**

Classification: Publications/Editorial  
Division: Media (National)

### GOLD

*Mom's Health Scare and My Biggest Fear*

**The Ethel**

Classification: Publications/Editorial  
Division: Miscellaneous Organization

**SILVER**

*Who Gets Sick and Why*

**Mike Zimmerman**

Classification: Publications/Editorial

Division: Media (National)

**SILVER**

*A Look Back at a Beautiful*

*59-Year Friendship*

**The Ethel**

Classification: Publications/Editorial

Division: Miscellaneous Organization

**SILVER**

*Fraud International*

**Bethany McLean**

Classification: Publications/Editorial

Division: Media (National)

**SILVER**

*I Supported Mom and Dad,*

*and It Nearly Ruined Me*

**AARP The Magazine**

Classification: Publications/Editorial

Division: Media (National)

**SILVER**

*Bruce Springsteen: A Homecoming*

**Robert Love**

Classification: Publications/Editorial

Division: Media (National)

**SILVER**

*Changing The Story Of 'The Change'*

**The Girlfriend**

Classification: Publications/Editorial

Division: Miscellaneous Organization

**SILVER**

*Medical Breakthroughs*

**Sarah Mahoney**

Classification: Publications/Editorial

Division: Media (National)

**SILVER**

*"Singing in isolation"*

**Dianne Barske, for Senior Voice**

Classification: Publications/Editorial

Division: Media (Local/State)

**SILVER**

*How I Got My Husband to Face His*

*Erectile Dysfunction*

**The Ethel**

Classification: Publications/Editorial

Division: Miscellaneous Organization

**SILVER**

*The Perimenopausal Side Effect*

*That Blindsided Me*

**The Girlfriend**

Classification: Publications/Editorial

Division: Miscellaneous Organization

**SILVER**

*For Better or Worse... But Not for Lunch*

**The Ethel**

Classification: Publications/Editorial

Division: Miscellaneous Organization

**SILVER**

*How to Survive Almost Anything*

**Jeff Csatari**

Classification: Publications/Editorial

Division: Media (National)

**BRONZE**

*Why It Takes a Village to Get*

*Through Menopause*

**The Ethel**

Classification: Publications/Editorial

Division: Miscellaneous Organization

**BRONZE**

*The Night John Lennon Died*

**David Hochman**

Classification: Publications/Editorial

Division: Media (National)

**BRONZE**

*Your Rx for Great Sex*

**Sisters From AARP**

Classification: Publications/Editorial

Division: Miscellaneous Organization

**BRONZE**

*I Became a Fashion Model at 73*

**Sisters From AARP**

Classification: Publications/Editorial

Division: Miscellaneous Organization

**BRONZE**

*Bridging Sound and Science:*

*Music's Role in Healing*

**Rachel Nania | AARP.org**

Classification: Publications/Editorial

Division: Media (National)

Article—Magazine/Newsletter/Newspaper

**BRONZE**

*When Prison Calls*

**Doug Shadel**

Classification: Publications/Editorial

Division: Media (National)

**BRONZE**

*A Place for Grandparents to Be Parents*

**Ronda Kaysen**

Classification: Publications/Editorial

Division: Media (National)

**BRONZE**

*Thinking of Retiring Abroad?*

**The Ethel**

Classification: Publications/Editorial

Division: Miscellaneous Organization

**BRONZE**

*My Husband And I Rarely Have Sex And*

*We're Fine With That*

**The Girlfriend**

Classification: Publications/Editorial

Division: Miscellaneous Organization

**BRONZE**

*Advances in Pancreatic Cancer —*

*and Symptoms to Know*

**Cheryl Platzman Weinstock | AARP.org**

Classification: Publications/Editorial

Division: Media (National)

**BRONZE**

*A Letter to Our Community —*

*COVID-19 Communications*

**Laurelle Cassone-Scarpelli —**

**Author of the letter**

Classification: Publications/Editorial

Division: Housing

**BRONZE**

*The DNA Test That Tells You Your "Real" Age*

**Sandy Hingston AARP.org**

Classification: Publications/Editorial  
Division: Media (National)

**BRONZE**

*There's One Thing This Ethel Editor Knows to Be True*

**The Ethel**

Classification: Publications/Editorial  
Division: Miscellaneous Organization

**BRONZE**

*Always Keep Moving*

**Ismael Rodriguez Jr.**

Classification: Publications/Editorial  
Division: Community Organizations (National)

**BRONZE**

*95 Percent of Americans Killed by COVID-19 Were 50 or Older*

**Rachel Nania | AARP.org**

Classification: Publications/Editorial  
Division: Media (National)

**BRONZE**

*Back to Work*

**Steven Greenhouse**

Classification: Publications/Editorial  
Division: Media (National)

**BRONZE**

*Golden Retriever Has Healing Powers and a Surfboard*

**Janie Dyhouse**

Classification: Publications/Editorial  
Division: Community Organizations (National)

**BRONZE**

*How to Stay Healthy This Winter*

**Clint Carter**

Classification: Publications/Editorial  
Division: Media (National)

**MERIT**

*Bring Out the Best in Your Gray Hair*

**Sisters From AARP**

Classification: Publications/Editorial  
Division: Miscellaneous Organization

**MERIT**

*The Endearing Habit That Could Be The Key To A Happy Relationship*

**The Girlfriend**

Classification: Publications/Editorial  
Division: Miscellaneous Organization

**MERIT**

*Can You Enjoy Mind-Blowing Sex As Menopause Approaches? Yes! Yes! Yes!*

**Sisters From AARP**

Classification: Publications/Editorial  
Division: Miscellaneous Organization

**MERIT**

*Party of One: How Coronavirus Made This Birthday My Best Ever*

**Sisters From AARP**

Classification: Publications/Editorial  
Division: Miscellaneous Organization

**MERIT**

*When Your Second Vaccine Dose Packs a Punch*

**Stacey Colino | AARP.org**

Classification: Publications/Editorial  
Division: Media (National)

**MERIT**

*VFW National Home Gave me a Real Childhood*

**Janie Dyhouse**

Classification: Publications/Editorial  
Division: Community Organizations (National)

**MERIT**

*Pastor Shirley Caesar Suggests Doing This to Find Gratitude and Be Encouraged*

**Sisters From AARP**

Classification: Publications/Editorial  
Division: Miscellaneous Organization

**MERIT**

*Real Talk From a Nurse About Below-the-Belt Changes That Happen As We Age*

**Sisters From AARP**

Classification: Publications/Editorial  
Division: Miscellaneous Organization

**MERIT**

*The Kind of Energy That Leads to Change*

**Sisters From AARP**

Classification: Publications/Editorial  
Division: Miscellaneous Organization

**MERIT**

*American Women: Generations of Change*

**Robin Westen**

Classification: Publications/Editorial  
Division: Media (National)

**MERIT**

*Your Smart Money Action Plan*

**Suze Orman**

Classification: Publications/Editorial  
Division: Media (National)

**MERIT**

*Quilting Made Modern*

**50plus LIFE**

Classification: Publications/Editorial  
Division: Media (Local/State)

**MERIT**

*When Menopause And Puberty Coincide*

**The Girlfriend**

Classification: Publications/Editorial  
Division: Miscellaneous Organization

**MERIT**

*Check Your GI, Joe (and Jane)*

**Clint Carter**

Classification: Publications/Editorial  
Division: Media (National)

**Article Series—  
Magazine/Newsletter/  
Newspaper**

**SILVER**

*Secrets to a Healthy Heart*

**AARP.org**

Classification: Publications/Editorial  
Division: Media (National)

**BRONZE**

*21 Crucial Health Tests  
(for 50-59, 60-69, 70+ editions)*

**Mike Zimmerman**

Classification: Publications/Editorial  
Division: Media (National)

**BRONZE**

*How We Eat - 3 related articles*

**AARP The Magazine**

Classification: Publications/Editorial  
Division: Media (National)

**MERIT**

*Your Lungs, Heart, Brain and More:  
How Coronavirus Attacks the Body*

**AARP.org**

Classification: Publications/Editorial  
Division: Media (National)

**Book****GOLD**

*Choices 2021 — Retiree*  
**NYS Dept. of Civil Service, NYSHIP**

Classification: Publications/Editorial  
Division: Healthcare

**SILVER**

*Montessori for Elder and Dementia Care*

**Jennifer A. Brush**

Classification: Publications/Editorial  
Division: Media (Local/State)

**BRONZE**

*Total Engagement: Activities for  
Growth and Expression in Older Adults,  
Second Edition*

**Health Professions Press**

Classification: Publications/Editorial  
Division: Media (Local/State)

**Brochure/Booklet****GOLD**

*White Sands Lookbook*

**Humangood; Suzanne Nagel, vp  
marketing; Roberto San Luis, art director**

Classification: Marketing & Communications  
Division: Housing

**Brochure/Booklet****GOLD**

*Sr Health & Wellness Guide Booklet:  
Coronavirus Edition*

**American Custom Publishing Inc (ACP)**

Classification: Publications/Editorial  
Division: Community Organizations (Local/State)

**SILVER**

*Assisting Passengers with Alzheimer's  
and Dementia*

**National Aging and Disability  
Transportation Center (NADTC)**

Classification: Publications/Editorial  
Division: Community Organizations (National)

**SILVER**

*Heartline Heart Health Wellness Guide  
Booklet — AFIB Edition*

**American Custom Publishing Inc (ACP)**

Classification: Publications/Editorial  
Division: Healthcare

**BRONZE**

*H.O.P.E. by AgeOptions*

**Home Options Path to Empowerment  
(H.O.P.E.) by AgeOptions**

Classification: Home & Community Based Programs  
Division: Community Organizations (Local/State)

**BRONZE**

*Applewood Lifestyle Brochure*

**Applewood/Solutions Advisors Group**

Classification: Marketing & Communications  
Division: Housing

**BRONZE**

*Judson Park Lookbook*

**HumanGood; Suzanne Nagel,  
vp marketing; Roberto San Luis,  
art director; David Stewart, Ageist,  
photographer, designer**

Classification: Marketing & Communications  
Division: Housing

**BRONZE**

*#AAAsAtWork for Older Adults:  
A Snapshot of Area Agency on Aging  
Responses to COVID-19*

**National Association of Area Agencies  
on Aging (n4a)**

Classification: Publications/Editorial  
Division: Community Organizations (National)

**MERIT**

*Innovative Senior Solutions Brochure  
corecubed*

Classification: Marketing & Communications  
Division: Healthcare

**MERIT**

*Ginger Cove Rack Brochure*

**Ginger Cove/Solutions Advisors Group**

Classification: Marketing & Communications  
Division: Housing

**MERIT**

*7 MYTHS ABOUT LIFE IN A SENIOR  
LIVING COMMUNITY*

**UNITED METHODIST HOMES**

Classification: Publications/Editorial  
Division: Housing

**MERIT**

*We're Only as Old as We Feel — A Guide to  
Feeling More Positive About Aging*

**Seasoned Times**

Classification: Publications/Editorial  
Division: Miscellaneous Organization

**MERIT**

*Staying Connected and Healthy During  
the COVID-19 Pandemic: Resources for  
Older Adults and Caregivers*

**Eldercare Locator**

Classification: Publications/Editorial  
Division: Community Organizations (National)

## MERIT

*Staying Connected at Home  
During COVID-19*

### Eldercare Locator and engAGED: The National Resource Center for Engaging Older Adults

Classification: Publications/Editorial  
Division: Community Organizations (National)

## MERIT

*Going it Alone — A Guide for Widows:  
5 Steps for Navigating the  
Financial Challenges*

### Women's Institute for a Secure Retirement (WISER)

Classification: Publications/Editorial  
Division: Miscellaneous Organization

## Calendar

### GOLD

*2021 CareSource Medicare Member  
Wall Calendar*

### American Custom Publishing Inc (ACP)

Classification: Publications/Editorial  
Division: Healthcare

### SILVER

*2021 Art is Ageless Calendar*

### PMMA

Classification: Publications/Editorial  
Division: Housing

## Consumer Campaign/ Special Event

### GOLD

*Vi at Aventura presents 'Chef Bubbe'  
Vi at Aventura*

Classification: Marketing & Communications  
Division: Housing

## Digital Publication (Blog Series)

### SILVER

*SALMON Health and Retirement Blog*

### Kim Brache, SALMON Health and Retirement

Classification: Web-based & Mobile Resources  
Division: Healthcare

## Digital Publication (E-Newsletter)

### GOLD

*City Life - April 2020 Special Edition*

### Sun City Hilton Head Community Association

Classification: Web-based & Mobile Resources  
Division: Housing

### SILVER

*Wiser Now Wednesday —  
It Doesn't Quack Like a Duck*

### Kathy Laenhue

Classification: Web-based & Mobile Resources  
Division: Miscellaneous Organization

## Direct Mail

### GOLD

*The Lodge Panel Event Direct Mail*

### The Lodge/Solutions Advisors Group

Classification: Marketing & Communications  
Division: Housing

### SILVER

*Aspire at Belmont Bay Nature Direct Mail*

### Aspire at Belmont Bay/Solutions Advisors Group

Classification: Marketing & Communications  
Division: Housing

### SILVER

*Varenita Masterpiece Living Direct Mail*

### Varenita/Solutions Advisors Group

Classification: Marketing & Communications  
Division: Housing

## SILVER

*Georgia O'Keeffe Event Mailer*

### Davis Harrison Dion

Classification: Marketing & Communications  
Division: Housing

## SILVER

*Direct Mailer Card — Fall 2020*

### Council on Aging of Central Oregon

Classification: Marketing & Communications  
Division: Community Organizations (Local/State)

## BRONZE

*Applewood WiFi Pie Direct Mail*

### Applewood/Solutions Advisors Group

Classification: Marketing & Communications  
Division: Media (Local/State)

## BRONZE

*Direct Mailer Letter — Fall 2020*

### Council on Aging of Central Oregon

Classification: Marketing & Communications  
Division: Community Organizations (Local/State)

## MERIT

*Aspire at East Beach Sneak Peek Direct Mail*

### Aspire at East Beach/ Solutions Advisors Group

Classification: Marketing & Communications  
Division: Housing

## MERIT

*The Vista Life Care Direct Mail*

### The Vista/Solutions Advisors Group

Classification: Marketing & Communications  
Division: Healthcare

## Graphic Design

### GOLD

*White Sands Lookbook*

### HumanGood; Roberto San Luis, art director; Rick Mendoza, photography; Suzanne Nagel, vp marketing

Classification: Art/Design  
Division: Housing

**SILVER**

*The Clare One Bedroom Direct Mail*  
**The Clare/Solutions Advisors Group**  
 Classification: Art/Design  
 Division: Housing

**Logo/Letterhead Design****GOLD**

*H.O.P.E. by AgeOptions Logo*  
**Home Options Path to Empowerment (H.O.P.E.) by AgeOptions**  
 Classification: Art/Design  
 Division: Community Organizations (Local/State)

**SILVER**

*Avalina Logo*  
**Avalina/Solutions Advisors Group**  
 Classification: Art/Design  
 Division: Housing

**BRONZE**

*Park Place at Winghaven Logo*  
**Park Place at Winghaven/Solutions Advisors Group**  
 Classification: Art/Design  
 Division: Housing

**MERIT**

*Dakota Home Care Logo*  
**corecubed**  
 Classification: Art/Design  
 Division: Healthcare

**Magazine****GOLD**

*AARP The Magazine, Oct/Nov 2020*  
**Robert Love, Editor-in-Chief**  
 Classification: Publications/Editorial  
 Division: Media (National)

**SILVER**

*AARP The Magazine, Aug/Sep 2020*  
**Robert Love, Editor-in-Chief**  
 Classification: Publications/Editorial  
 Division: Media (National)

**BRONZE**

*LIVEWell*  
**Ventura County Area Agency on Aging**  
 Classification: Publications/Editorial  
 Division: Government

**MERIT**

*June 2020 SunSations*  
**Sun City Hilton Head Community Association**  
 Classification: Publications/Editorial  
 Division: Housing

**Marketing/Advertising Campaign****GOLD**

*Phoebe Heroes Creative Campaign*  
**Creating Results**  
 Classification: Marketing & Communications  
 Division: Housing

**GOLD**

*What is Life Like Here? HG Stories*  
**HumanGood; Suzanne Nagel, vp marketing; Jared Callahan and Jonathan Pickett, People People Media, film makers**  
 Classification: Marketing & Communications  
 Division: Housing

**GOLD**

*Anticipate More Ad Campaign*  
**Davis Harrison Dion**  
 Classification: Marketing & Communications  
 Division: Housing

**SILVER**

*Senior Living at Plymouth Village: A Documentary Video Series (5 videos)*  
**HumanGood; Suzanne Nagel, vp marketing; Jared Callahan and Jonathan Pickett, People People Media, film makers**  
 Classification: Marketing & Communications  
 Division: Housing

**BRONZE**

*Relaunch of Westminster Communities Foundation*  
**Westminster Communities Foundation**  
 Classification: Marketing & Communications  
 Division: Housing

**MERIT**

*Thank You Team Members*  
**Westminster Communities of Florida**  
 Classification: Marketing & Communications  
 Division: Housing

**Miscellaneous Marketing/Communications****GOLD**

*Marching Band Delights Residents*  
**Covenant Living Communities and Services**  
 Classification: Marketing & Communications  
 Division: Housing

**GOLD**

*Ageless Aviation*  
**Covenant Living Communities and Services**  
 Classification: Marketing & Communications  
 Division: Housing  
 Miscellaneous Marketing/Communications

**GOLD**

*Make Your Vote Count*  
**AARP Studios**  
 Classification: Marketing & Communications  
 Division: Media (National)

**GOLD**

*Billboard Spring 2021*  
**Council on Aging of Central Oregon**  
 Classification: Marketing & Communications  
 Division: Community Organizations (Local/State)

**SILVER**

*The Glenridge on Palmer Ranch — Heroes video*  
**Linda Costa Communications Group**  
 Classification: Marketing & Communications  
 Division: Housing



## SILVER

*Juniper Communities: Staying Safe, Healthy and Connected*

**The JPR Group Public Relations**

Classification: Marketing & Communications

Division: Housing

## SILVER

*BCAUSE PROGRAM PROVIDES ASSISTANCE WITH AGING IN PLACE*

**Baltimore County Department of Aging**

Classification: Marketing & Communications

Division: Government

## SILVER

*Grand Tapestry Texting Video*

**Grand Tapestry/**

**Solutions Advisors Group**

Classification: Marketing & Communications

Division: Housing

## SILVER

*Innovative Senior Solutions Flyer*

**corecubed**

Classification: Marketing & Communications

Division: Healthcare

## BRONZE

*Covenant Life Today, Season 3*

**Covenant Living Communities and Services**

Classification: Marketing & Communications

Division: Housing

## BRONZE

*SAIDO: Blessings on Both Sides of the Table*

**Covenant Living Communities and Services**

Classification: Marketing & Communications

Division: Housing

## BRONZE

*VCAAA COVID-19 Response:*

*Robotic Pet Companions*

**Ventura County Area Agency on Aging**

Classification: Marketing & Communications

Division: Government

## BRONZE

*Covenant Living of Florida and Wong Family*

**Covenant Living Communities and Services**

Classification: Marketing & Communications

Division: Housing

## BRONZE

*The Glenridge on Palmer Ranch —*

*Veterans video*

**Linda Costa Communications Group**

Classification: Marketing & Communications

Division: Housing

## MERIT

*VCAAA COVID-19 Response:*

*Walk with Ease*

**Ventura County Area Agency on Aging**

Classification: Marketing & Communications

Division: Government

## MERIT

*Noble's Pond Summer Event Series*

**Creating Results**

Classification: Marketing & Communications

Division: Housing

## MERIT

*Our Safer Home Commitment*

**Covenant Living Communities and Services**

Classification: Marketing & Communications

Division: Housing

## MERIT

*Grand Tapestry Overview Video*

**Grand Tapestry/**

**Solutions Advisors Group**

Classification: Marketing & Communications

Division: Housing

## Miscellaneous Publication/Editorial

### MERIT

*A Legacy of Caring: How Connecticut's United Methodist Homes Changes Senior Care For the Better*

**UNITED METHODIST HOMES**

Classification: Publications/Editorial

Division: Housing

## Mobile Resource (Mobile Web Site)

### BRONZE

*Smithsonian Associates and Not Old Better Reach Millions with Mobile App*

**Smithsonian Associates**

Classification: Web-based & Mobile Resources

Division: Government

## Newsletter/Newspaper

### GOLD

*The Mayflower at Winter Park — Navigator Winter 2020*

**Linda Costa Communications Group**

Classification: Publications/Editorial

Division: Housing

### GOLD

*United in Philanthropy Finding Unity Through Community Summer 2020*

**United Methodist Communities**

Classification: Publications/Editorial

Division: Housing

### SILVER

*HMO Report 2020 — Retiree*

**NYS Dept. of Civil Service, NYSHIP**

Classification: Publications/Editorial

Division: Healthcare

### SILVER

*The AARP Bulletin, December 2020*

**Robert Love, Editor-in-Chief**

Classification: Publications/Editorial

Division: Media (National)

**BRONZE**

*SALMON CONNECTION*  
**Maggie Bidwell, SALMON Health and Retirement**

Classification: Publications/Editorial  
 Division: Healthcare

**BRONZE**

*Empire Plan Report 2020 — Retiree*  
**NYS Dept. of Civil Service, NYSHIP**

Classification: Publications/Editorial  
 Division: Healthcare

**BRONZE**

*The AARP Bulletin, June 2020*  
**Robert Love, Editor-in-Chief**

Classification: Publications/Editorial  
 Division: Media (National)

**MERIT**

*Mayo Clinic Health Letter — August 2021 issue + Special Report*  
**Mayo Clinic Health Letter**

Classification: Publications/Editorial  
 Division: Healthcare

**MERIT**

*HomeFront 2020 Gratitude Edition*  
**United Methodist Communities HomeWorks**

Classification: Publications/Editorial  
 Division: Housing

**Online/Digital Resource****GOLD**

*Short Rehab Stay Turns Into Battle With COVID-19*

**AARP Studios**

Classification: Caregiving  
 Division: Media (National)

**GOLD**

*Son Still Haunted by Mom's COVID-19 Death*

**AARP Studios**

Classification: Caregiving  
 Division: Media (National)

**GOLD**

*SunFit Video Channel*  
**Sun City Hilton Head Community Association and Crescent Moon Pictures**

Classification: Health Promotion & Wellness  
 Division: Housing

**SILVER**

*Nursing Home Worker Brings Style to Isolated Residents*  
**AARP Studios**

Classification: Caregiving  
 Division: Media (National)

**BRONZE**

*Taking Care*  
**Next Avenue**

Classification: Caregiving  
 Division: Media (National)

**BRONZE**

*Inside Nursing Homes: Real Stories*  
**AARP**

Classification: Caregiving  
 Division: Media (National)

**BRONZE**

*AARP® Staying Sharp® Brain Health Challenges*  
**AARP® Staying Sharp®**

Classification: Health Promotion & Wellness  
 Division: Miscellaneous Organization

**BRONZE**

*Art of Healthy Aging — Summer Series (2020)*

**Senior Services of Southeastern Virginia**

Classification: Health Promotion & Wellness  
 Division: Community Organizations (Local/State)

**MERIT**

*Protect Nursing Home Residents*  
**AARP**

Classification: Caregiving  
 Division: Media (National)

**MERIT**

*Daily Habits — Balanced Living Plan*  
**WebMD Health Services**

Classification: Health Promotion & Wellness  
 Division: Healthcare

**MERIT**

*AARP® Staying Sharp® COVID 19 Staycation Guide*  
**AARP® Staying Sharp®**

Classification: Health Promotion & Wellness  
 Division: Miscellaneous Organization

**MERIT**

*The Blindside Wipeout of Grief*  
**Next Avenue**

Classification: Health Promotion & Wellness  
 Division: Media (National)

**MERIT**

*The Most Insidious Form of Age Discrimination at Work*  
**Next Avenue**

Classification: Mature Work & Retirement  
 Division: Media (National)

**Photograph****GOLD**

*Keep Up the Good Work: Dr. Philip Azer, MD and Edward V. Brennan, Esq.*

**HumanGood; Roberto San Luis, art director; Rick Mendoza, photographer; Loren Roberts, composer**

Classification: Art/Design  
 Division: Housing

**GOLD**

*Women take up pool*  
**Senior Voice, Michael Dinneen**

Classification: Art/Design  
 Division: Media (Local/State)

**GOLD**

*Kindred Spirits: Janet and Mark Evans*  
**HumanGood; Roberto San Luis, art director; Rick Mendoza, photographer**

Classification: Art/Design  
 Division: Housing

**MERIT**

*Wanderlust: Eduardo and Irene Feller*  
**HumanGood; Roberto San Luis, art director; Rick Mendoza, photographer**

Classification: Art/Design  
 Division: Housing

## Social Media (Facebook)

### MERIT

*The Willows at Worcester Facebook Page*

**SALMON Health and Retirement**

Classification: Web-based & Mobile Resources

Division: Healthcare

### MERIT

*24/7 Idaho Home Care Facebook*

*Cover Image*

**corecubed**

Classification: Web-based & Mobile Resources

Division: Healthcare

## Social Media (YouTube)

### GOLD

*Westminster Sings 'What The World Needs Now Is Love'*

**Westminster Communities of Florida**

Classification: Web-based & Mobile Resources

Division: Housing

### SILVER

*The 59-Year-Old Army Boot Camp Graduate*

**AARP Studios**

Classification: Web-based & Mobile Resources

Division: Media (National)

### BRONZE

*Seniors 2 Seniors*

**Westminster Communities of Florida**

Classification: Web-based & Mobile Resources

Division: Housing

### BRONZE

*Iraq Veteran: 'I Can't Count How Many Times I Almost Died'*

**AARP Studios**

Classification: Web-based & Mobile Resources

Division: Media (National)

### BRONZE

*Videos on Enhancing the Social Engagement of Older Adults During COVID-19*

**engAGED: The National Resource Center for Engaging Older Adults**

Classification: Web-based & Mobile Resources

Division: Community Organizations (National)

### BRONZE

*Clearfield County Area Agency on Aging Transportation Program*

**Lindsey Mays/Clearfield County Area Agency on Aging, Inc.**

Classification: Web-based & Mobile Resources

Division: Community Organizations (Local/State)

### MERIT

*Transportation and Social Isolation*

**National Aging and Disability Transportation Center (NADTC)**

Classification: Web-based & Mobile Resources

Division: Community Organizations (National)

## Total Program

### SILVER

*Be a Santa to a Senior*

**Home Instead**

Classification: Home & Community Based Programs

Division: Healthcare

## Web Site

### GOLD

*Avalina Senior Living Website*

**Avalina/Solutions Advisors Group**

Classification: Web-based & Mobile Resources

Division: Housing

### GOLD

*The Lodge Retiring in Columbus Pillar Page*

**The Lodge/Solutions Advisors Group**

Classification: Web-based & Mobile Resources

Division: Housing

### SILVER

*Innovative Senior Solutions Website*

**corecubed**

Classification: Web-based & Mobile Resources

Division: Healthcare

### BRONZE

*Rosemark-Shoshana Technologies Website*

**corecubed**

Classification: Web-based & Mobile Resources

Division: Healthcare

### MERIT

*The Vista Retiring In Bergen County Pillar Page*

**The Vista/Solutions Advisors Group**

Classification: Web-based & Mobile Resources

Division: Housing

### MERIT

*24/7 Idaho Home Care Website*

**corecubed**

Classification: Web-based & Mobile Resources

Division: Healthcare

### MERIT

*Next Avenue*

**Next Avenue**

Classification: Web-based & Mobile Resources

Division: Media (National)

### MERIT

*AARP® Staying Sharp®*

**AARP**

Classification: Web-based & Mobile Resources

Division: Miscellaneous Organization

## Web-based Resource/Tool

### GOLD

*Video on Demand/Video Library*

**Sun City Hilton Head Community Association and Crescent Moon Pictures**

Classification: Web-based & Mobile Resources

Division: Housing

### SILVER

*NADTC Photo Gallery*

**National Aging and Disability Transportation Center (NADTC)**

Classification: Web-based & Mobile Resources

Division: Community Organizations (National)

### BRONZE

*Coronavirus (COVID-19) Resources Online*

**Westminster Communities of Florida**

Classification: Web-based & Mobile Resources

Division: Housing

*30th Annual*  
National  
Mature Media  
Awards<sup>SM</sup>

A large, stylized logo consisting of the letters 'M' and 'M' in a light blue color, positioned behind the text.