



328 West Lincoln Avenue, Suite 10  
Libertyville, Illinois 60048  
847-816-8660 • Fax 847-816-8662  
E-mail [info@seniorawards.com](mailto:info@seniorawards.com)  
Web [seniorawards.com](http://seniorawards.com)

### For Immediate Release

Contact: Pat Henze, executive director  
[info@seniorawards.com](mailto:info@seniorawards.com), 800-828-8225

## 2023 National Awards Honor Best of Mature Market Media

The 32nd annual National Mature Media Awards<sup>SM</sup> recently honored the nation's best marketing, communications, educational materials, and programs produced for older adults.

The awards program, presented by the Mature Market Resource Center<sup>SM</sup>, a national clearinghouse for the senior market, is the largest program of its kind. The awards were created to annually recognize the best materials produced for those who are 50 and older, the nation's fastest-growing population group.

Gold, Silver, Bronze and Merit certificates were awarded in more than 40 categories. Categories included marketing communications, publications/editorial, educational/training programs, mature work & retirement and art/design. Entries included brochures, newsletters, magazine and newspaper articles, web-based and mobile resources, radio and television advertising, books, and annual reports.

The winners were selected by a distinguished panel of judges from across the United States, which represent years of expertise working in the mature market. (Editor's Note: A list of this year's judges is available at [seniorawards.com/2023winners](http://seniorawards.com/2023winners).)

2023 Gold Award winners included AARP Veteran Report (Article—Magazine/Newsletter/Newspaper); Tufts Health Plan (Brochure/Booklet); HumanGood (Direct Mail); Next Avenue (Newsletter/Newspaper); Caring.com / Caring LLC (Web Site); and Mirador Magazine (Magazine). A complete list of winners, judges and entry categories can be found at [seniorawards.com](http://seniorawards.com).

The 33rd annual National Mature Media Awards—for materials published or produced during the 2023 calendar year—will be held in the spring of 2024. For entry or sponsorship information, please contact Patricia Henze at [info@seniorawards.com](mailto:info@seniorawards.com).

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