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For Immediate Release

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2024 National Awards Honor Best of Mature Market Media

The 33rd annual *National Mature Media Awards*SM 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 CenterSM, 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/2024winners.)

2024 Gold Award winners included NextAvenue.org (Article—Magazine/Newsletter/Newspaper); Mather (Brochure/Booklet); Angell Marketing (Direct Mail); AARP Bulletin (Newsletter/Newspaper); SAG/Peconic Landing (Web Site); and Society of Certified Senior Advisors (Magazine). A complete list of winners, judges and entry categories can be found at seniorawards.com.

The 34th annual National Mature Media Awards—for materials published or produced during the 2024 calendar year—will be held in the spring of 2025. For entry or sponsorship information, please contact Patricia Henze at info@seniorawards.com.