

2025

34th Annual

National Mature Media AwardsSM

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

Winners

2025 National Mature Media Awards Judges

We would like to thank our 2025 judges for their time and expertise in reviewing this year's entries. For more information about our 2025 judges, please visit seniorawards.com/2025winners.

Eileen Alkabes

Communications Strategist
O'Connell | Goldberg

Carole Appleton**Jeff Berney**

Senior Creative Director
Angell Marketing

Beth Carey

Corporate Director of Brand
Management & Development
Acts Retirement-Life
Communities

Vicki Dar

Founder | Multimedia Architect
South Dakota Senior

Jeff Doggett

Creative Director
Doggett Advertising

Derek Dunham

VP Client Services
Varsity Branding

Janis Ehlers

President
The Ehlers Group

Denise Graab

Director, Reviews and Marketing
Caring

David Hodge

Chief Creative Officer
Anstey Hodge Advertising
Group

Meghan Longley

VP Sales
ACTS Retirement-Life
Communities

Dave Martino

President
Martino & Partners

Lauren Messmer

President & CEO
Solutions Advisors Group

Eric Mineart

VP Strategy & Innovation
Pacific Retirement Services

Karen Reasoner

Creative Director
Porter One Design

Timothy Reinhart

Medical Writer
NCCN

Loren Roberts

Marketing Project Specialist
HumanGood

Stuart Rosenthal

Publisher
The Beacon Newspapers

Patti Scheck

Creative Director
Solutions Advisors

Rob Siedenburgh

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

Bonnie Sisson

Community Relations-
Fundraising Manager
AgeSpan

Rob Smith

Executive Creative Director
Varsity Branding

Michael Stakem

Director of Creative Service
Creating Results

Christina Taylor

Director Communications
Presbyterian Manors of
Mid-America

Katie Walters

Event Manager
Bonita Bay Community
Association

Advertising—Print

GOLD

Black History Month

UPMC Health Plan

Classification: Marketing & Communications

Division: Healthcare

SILVER

Abernathy Home Care Flyer

corecubed

Classification: Marketing & Communications

Division: Healthcare

SILVER

Parkshore Juanita Bay —

"What A Beautiful Day" Print Ad

DHD

Classification: Marketing & Communications

Division: Housing

BRONZE

National Access

UPMC Health Plan

Classification: Marketing & Communications

Division: Healthcare

MERIT

July 2024 LIFE's Vintage Magazine

LIFE Senior Services

Classification: Health Promotion & Wellness

Division: Community Organizations (National)

MERIT

\$0 Rx

UPMC Health Plan

Classification: Marketing & Communications

Division: Healthcare

MERIT

Generations Home Healthcare

Rack Card

corecubed

Classification: Marketing & Communications

Division: Healthcare

Advertising—TV

GOLD

Live the Life you Love TV Ad

Acts Retirement-Life Communities

Classification: Marketing & Communications

Division: Housing

GOLD

Playdates are Not Just for Children

Los Angeles County Aging &

Disabilities Department

Classification: Marketing & Communications

Division: Government

SILVER

You Are a Caregiver

AgeWays Nonprofit Senior Services

Classification: Caregiving

Division: Community Organizations

(Local/State)

SILVER

Come Home to Westminster Village

Acts Retirement-Life Communities

Classification: Marketing & Communications

Division: Housing

SILVER

Get In with Inverness

Covenant Living Communities

and Services

Classification: Marketing & Communications

Division: Housing

SILVER

Right at Home Northwest Suburban

Chicago Video Advertisement

corecubed

Classification: Marketing & Communications

Division: Healthcare

BRONZE

Playdates are Not Just for Children

Los Angeles County —

Aging & Disabilities Department

Classification: Marketing & Communications

Division: Government

MERIT

Right at Home Northwest Suburban

Chicago Caregiver Careers Video

Advertisement

corecubed

Classification: Caregiving

Division: Healthcare

Annual Report

GOLD

AgeSpan's 2024 Impact Report

AgeSpan

Classification: Publications/Editorial

Division: Community Organizations

(Local/State)

SILVER

2023 Masonicare Annual Report

Masonicare Corporate Marketing

Classification: Publications/Editorial

Division: Healthcare

SILVER

2024 Wills & Estate Planning Study

Caring.com / Caring LLC

Classification: Publications/Editorial

Division: Media (National)

BRONZE

Acts 2023 Annual Report

Acts Retirement-Life Communities

Classification: Publications/Editorial

Division: Community Organizations

(Local/State)

MERIT

Acts 2023 Annual Report

Acts Retirement-Life Communities

Classification: Publications/Editorial

Division: Housing

Article Series— Magazine/Newsletter/ Newspaper

GOLD

*"Dodge Your Biggest Health Risks in Your 50s,"
"...in Your 60s," ...in Your 70s"* by Eric Spitznagel

AARP

Classification: Publications/Editorial
Division: Media (National)

GOLD

"Fitness at 50+" by Myatt Murphy

AARP
Classification: Publications/Editorial
Division: Media (National)

GOLD

*"The AARP Guide to Modern Problems
& Their Solutions, 2024 Edition"* by Beth
Braverman, Maisy Fernandez, Michael
Frank, Chris Morris, Kelsey Ogletree,
Lexi Pandell, Pamela Schmid, David
Schiff, Evelyn Spence, Robin Westen
and Stewart Wolpin

AARP

Classification: Publications/Editorial
Division: Media (National)

SILVER

*"An AARP Prevention Guide: Fraud
2024"* by The Editors

AARP

Classification: Publications/Editorial
Division: Media (National)

BRONZE

Personal essays (two stories)
Maralee McMichael for Senior Voice

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

MERIT

"Catching Up With Chef Babette"
Health Series

Sisters From AARP

Classification: Publications/Editorial
Division: Media (National)

Article— Magazine/Newsletter/ Newspaper

GOLD

"American Pilgrimages" by Ken Budd,
Jenna Gyimesi, Veronica Stoddart,
Kathy Strong and Robin Westen

AARP

Classification: Publications/Editorial
Division: Media (National)

GOLD

"How to Save Your Own Life"
by Nicole Pajer, with Selene Yeager
and Michael Grant

AARP

Classification: Publications/Editorial
Division: Media (National)

GOLD

*"Not Your Mother's Menopause
Survival Guide"*

The Girlfriend from AARP

Classification: Publications/Editorial
Division: Media (National)

GOLD

"The Bravest of the Brave"
by A.J. Baime

AARP

Classification: Publications/Editorial
Division: Media (National)

GOLD

"The War on Chronic Pain"
by Jessica Migala

AARP

Classification: Publications/Editorial
Division: Media (National)

GOLD

"Washed Away" by Craig Welch

AARP

Classification: Publications/Editorial
Division: Media (National)

GOLD

Turning the Corner on Alzheimer's
Elaine Silvestrini

Classification: Publications/Editorial
Division: Media (National)

GOLD

Upper Michigan is a Destination
Janie Dyhouse

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

SILVER

*"5 Things Oprah Did to Lose the
Weight After 60"*

Sisters From AARP

Classification: Publications/Editorial
Division: Media (National)

SILVER

"AARP Smart Guide to Eye Health"
by Elise Ceyral

AARP

Classification: Publications/Editorial
Division: Media (National)

SILVER

*"Are You an Older Woman Who's
Given Up on Having Sex? Why?"*

AARP The Ethel

Classification: Publications/Editorial
Division: Media (National)

SILVER

"Finding Your Family" by Ken Budd

AARP

Classification: Publications/Editorial
Division: Media (National)

SILVER

*"Here's What to Do If Menopause
Gaslighting Comes for You"*

Sisters From AARP

Classification: Publications/Editorial
Division: Media (National)

SILVER

*"How I Saved \$4,400 in a Day...and
(Maybe) You Can Too"* by Diane Harris

AARP

Classification: Publications/Editorial
Division: Media (National)

SILVER

"I Am Living the American Dream"
Ismael Rodriguez Jr.

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

SILVER

"Inheritance Time Bombs (And How to Defuse Them)" by Laura Petrecca

AARP

Classification: Publications/Editorial
Division: Media (National)

SILVER

"Kevin Costner Goes His Own Way" by Tom Chiarella

AARP

Classification: Publications/Editorial
Division: Media (National)

SILVER

"My Mom Died. Then Came the Ordeal" by Lori Trawinski

AARP

Classification: Publications/Editorial
Division: Media (National)

SILVER

"One Woman's Search for Happiness" by David Hochman

AARP

Classification: Publications/Editorial
Division: Media (National)

SILVER

"Outsmart the System" by Rick DeBruhl, Sari Harrar, Karen Hube, Kimberley Lankford, Lexi Pandell, Kenneth Terrell and Martha C. White

AARP

Classification: Publications/Editorial
Division: Media (National)

SILVER

"Samuel L. Jackson's Next Act" by Carvell Wallace

AARP

Classification: Publications/Editorial
Division: Media (National)

SILVER

"The Disability Black Women Don't See Coming"

Sisters From AARP

Classification: Publications/Editorial
Division: Media (National)

SILVER

"The Future of Alzheimer's" by Sari Harrar

AARP

Classification: Publications/Editorial
Division: Media (National)

SILVER

"The Inside Story of Your Body (Women's Edition)" by Judith Newman

AARP

Classification: Publications/Editorial
Division: Media (National)

SILVER

"The Survivors" by Rachael Bale

AARP

Classification: Publications/Editorial
Division: Media (National)

SILVER

"This Is Your Wallet on Medicare" by Brandy Bauer

AARP

Classification: Publications/Editorial
Division: Media (National)

SILVER

"This Simple Daily Ritual Helps Life Brim With Joy"

Sisters From AARP

Classification: Publications/Editorial
Division: Media (National)

SILVER

A Soldier's Way of Explaining PTSD to His Son

Ismael Rodriguez Jr.

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

SILVER

Amplify Your Hearing World With Apple's Latest Innovation

American Tinnitus Association

Classification: Publications/Editorial
Division: Healthcare

SILVER

Caps for Cops

Sharon McConnell, for Senior Voice

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

SILVER

How to Think About Money and Aging Now

MP Dunleavy

Classification: Publications/Editorial
Division: Media (National)

SILVER

I asked several people well past retirement age why they keep working. Here's what they told me.

Stephanie Griffith

Classification: Publications/Editorial
Division: Media (National)

SILVER

Life Span vs. Health Span

Edd and Cynthia Staton, NextAvenue.org

Classification: Publications/Editorial
Division: Media (National)

SILVER

Nursing Home Residents Could Tip Elections, if They Find a Way to Vote

AARP.org

Classification: Publications/Editorial
Division: Media (National)

SILVER

These Election Day Poll Workers Have Been Showing Up for Decades. Here's Why

AARP.org

Classification: Publications/Editorial
Division: Media (National)

SILVER

Tinnitus Q&A: Cognitive Health Checks and the Role of Audiology

American Tinnitus Association

Classification: Publications/Editorial
Division: Healthcare

SILVER

Why We Are Glad We Started Social Security Benefits at 62

Edd and Cynthia Staton, NextAvenue.org

Classification: Publications/Editorial
Division: Media (National)

BRONZE

"COVID: Where We Are Now—Where We're Headed" by Nicole Pajer
AARP

Classification: Publications/Editorial
Division: Media (National)

BRONZE

"Leslie Uggams is Unforgettable"
Sisters From AARP

Classification: Publications/Editorial
Division: Media (National)

BRONZE

"The One Great Thing I Wish I'd Started Doing Much Sooner (Going To A Theater Alone)"
The Girlfriend from AARP

Classification: Publications/Editorial
Division: Media (National)

BRONZE

Are You an Outlier? May 2025
Pat Landaker

Classification: Publications/Editorial
Division: Miscellaneous Organization

BRONZE

Couple Met in Orphanage and Fell In Love as Teens—Now They're Great-Grandparents—'Meant to Be'
IVY Marketing Group

Classification: Publications/Editorial
Division: Housing

BRONZE

CSA Journal Article — Rainbow Elders
Kelly O'Connor, MA, CSA

Classification: Publications/Editorial
Division: Miscellaneous Organization

BRONZE

Hope for Wildlife
Wendy Helfenbaum

Classification: Publications/Editorial
Division: Media (National)

BRONZE

The Intersection of Heart Disease, Diabetes and Stroke
Marijke Vroomen Durning

Classification: Publications/Editorial
Division: Media (National)

MERIT

"Big Money Woes? When to Call in the Pros" by Karen Cheney
AARP

Classification: Publications/Editorial
Division: Media (National)

MERIT

"Jon Bon Jovi's Long Journey Back"
by John Colapinto
AARP

Classification: Publications/Editorial
Division: Media (National)

MERIT

"Make Your Retirement Savings Last"
by Penelope Wang
AARP

Classification: Publications/Editorial
Division: Media (National)

MERIT

"Medical Breakthroughs 2024: New Weapons, New Hope"
by Sari Harrar
AARP

Classification: Publications/Editorial
Division: Media (National)

MERIT

"Pedestrian of the Year" by Chip Brown
AARP

Classification: Publications/Editorial
Division: Media (National)

MERIT

"This Holiday Season, I'll Be Alone. And It's Really Okay"
AARP The Ethel

Classification: Publications/Editorial
Division: Media (National)

MERIT

Beautiful Struggle of Life
Janie Dyhouse

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

MERIT

Boomers Aren't Who You Think They Are
Elaine Silvestrini

Classification: Publications/Editorial
Division: Media (National)

MERIT

The Overlooked Downsides of Aging in Place
Edd and Cynthia Staton, NextAvenue.org

Classification: Publications/Editorial
Division: Media (National)

Book**BRONZE**

The Best Friends Staff: Learning to Deliver Exceptional Dementia Care, Second Edition
Virginia Bell and David Troxel

Classification: Publications/Editorial
Division: Media (National)

Brochure/Booklet**GOLD**

The Gen X Report
Mather

Classification: Health Promotion & Wellness
Division: Housing

GOLD

The Mather Downsizing Guide
Mather

Classification: Marketing & Communications
Division: Housing

GOLD

Presbyterian Village North Ready to Thrive Brochure
Anstey Hodge

Classification: Publications/Editorial
Division: Housing

SILVER

Financial Resource Guide 2025
Area Agency on Aging, Region One

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

SILVER

*Embassy Comprehensive Services
Spiral Brochure*

Porter One Design

Classification: Marketing & Communications
Division: Housing

SILVER

The Vista Lifestyle Brochure
Solutions Advisors/The Vista

Classification: Marketing & Communications
Division: Housing

SILVER

Verve Magazin
Dave Martino, Dan Croci, Jen Allain

Classification: Marketing & Communications
Division: Housing

SILVER

Danish Home Sales Brochure
IVY Marketing Group

Classification: Mature Work & Retirement
Division: Housing

SILVER

Belle Springs Overview Booklet
Anstey Hodge

Classification: Publications/Editorial
Division: Housing

BRONZE

Safe Landings for Family Members
The Arbor Company

Classification: Health Promotion & Wellness
Division: Healthcare

BRONZE

7 Reasons
Dave Martino, Dan Croci, Jen Allain

Classification: Marketing & Communications
Division: Housing

BRONZE

*Accomplishing Extraordinary Things
Together in Retirement*
Westminster

Classification: Marketing & Communications
Division: Housing

BRONZE

*Pursue Your Best Life Community
Brochure*

**Tina Prins, Stratega Marketing
& Nicole Michael, Moravian
Manor Communities**

Classification: Marketing & Communications
Division: Housing

BRONZE

*50 Years of Impact — Area Agency
on Aging, Region One*
Area Agency on Aging, Region One

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

BRONZE

Fairhaven Community Brochure
Acts Retirement-Life Communities

Classification: Publications/Editorial
Division: Housing

BRONZE

*LIFE's Vintage Guide to Housing &
Resources 2024-25*
LIFE Senior Services

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

MERIT

Memory Care Guidebook
**AgeWell Solvere Living —
Marketing Team**

Classification: Caregiving
Division: Housing

MERIT

Embassy Focus Booklet
Porter One Design

Classification: Health Promotion & Wellness
Division: Housing

MERIT

Resource Guide — Maricopa County
Area Agency on Aging, Region One

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

MERIT

Clayton Oaks gatefold brochure
Hearken Creative

Classification: Marketing & Communications
Division: Housing

MERIT

Winchester Gardens Hardin Brochure
Springpoint

Classification: Marketing & Communications
Division: Housing

Calendar

GOLD

2025 Art is Ageless® Calendar
**PMMA (Presbyterian Manors of
Mid-America®)**

Classification: Publications/Editorial
Division: Housing

Consumer Campaign/ Special Event

BRONZE

2024 Revenue Retreat campaign
HumanGood

Classification: Marketing & Communications
Division: Housing

BRONZE

*Home for the Holidays Campaign
2024: Protect Your Wallet*
USAging

Classification: Marketing & Communications
Division: Community Organizations (National)

Consumer Education Program

BRONZE

AARP Driving at Night Workshop
AARP Driver Safety Team

Classification: Education/Training Programs
Division: Community Organizations (National)

Digital Publication (Blog)

GOLD

The Complicated Business of Getting Rid of My Late Husband's Clothes

Next Avenue — Bonnie Miller Rubin

Classification: Web-based & Mobile Resources
Division: Media (National)

SILVER

Embrace Ageless Living for Better Health

Acts Retirement-Life Communities

Classification: Web-based & Mobile Resources
Division: Housing

SILVER

My Expat Dream Deferred

Next Avenue — Gregory Walters

Classification: Web-based & Mobile Resources
Division: Media (National)

SILVER

Too Old to Adopt? Some Pet Shelters Turn Away Potential Owners Due to Age

Next Avenue — Janice Costa

Classification: Web-based & Mobile Resources
Division: Media (National)

BRONZE

'Manopause' and the Lack of Gumption: My Prostate Cancer Treatment

Next Avenue — Jackson Rainer

Classification: Web-based & Mobile Resources
Division: Media (National)

Digital Publication (E-Newsletter)

SILVER

Acts 2023 Annual Report

Acts Retirement-Life Communities

Classification: Web-based & Mobile Resources
Division: Housing

MERIT

Cute Donkeys Inside — November 2024

Next Avenue — Sabrina Crews, editor

Classification: Web-based & Mobile Resources
Division: Media (National)

Direct Mail

GOLD

Brandon Oaks Happy Hour Direct Mail

Anstey Hodge

Classification: Marketing & Communications
Division: Housing

GOLD

Presbyterian Village North Smooth Moves Moving Event Direct Mail

Anstey Hodge

Classification: Marketing & Communications
Division: Housing

SILVER

Aden Grand Opening
AgeWell Solvere Living — Marketing Team

Classification: Marketing & Communications
Division: Housing

SILVER

CAHPS/SNP UPMC for Life Member Resources Mailer

Madi Spangler

Classification: Marketing & Communications
Division: Healthcare

SILVER

Epworth Villa Oklahoma in Film Direct Mail

Anstey Hodge

Classification: Marketing & Communications
Division: Housing

SILVER

Epworth Villa 'The Epworth Bunch' Direct Mail

Anstey Hodge

Classification: Marketing & Communications
Division: Housing

SILVER

Flavors of the Season
AgeWell Solvere Living — Marketing Team

Classification: Marketing & Communications
Division: Housing

SILVER

Fresh Opportunities, Blooming Friendships
Acts Retirement-Life Communities
Classification: Marketing & Communications
Division: Housing

SILVER

Heartis Tour of Lights
AgeWell Solvere Living — Marketing Team
Classification: Marketing & Communications
Division: Housing

SILVER

Heartis Venice Champagne Brunch
AgeWell Solvere Living — Marketing Team
Classification: Marketing & Communications
Division: Housing

SILVER

Insider's Guide to Senior Living
Hearken Creative
Classification: Marketing & Communications
Division: Housing

SILVER

Legacy Pointe at UCF BBQ & Brews Direct Mail
Anstey Hodge
Classification: Marketing & Communications
Division: Housing

SILVER

Outlook at Windhaven Mythbusters Direct Mail
Anstey Hodge
Classification: Marketing & Communications
Division: Housing

SILVER

Outlook at Windhaven Real Estate Direct Mail
Anstey Hodge
Classification: Marketing & Communications
Division: Housing

SILVER

*Outlook at Windhaven VIP Panel
Direct Mail*

Anstey Hodge

Classification: Marketing & Communications
Division: Housing

SILVER

*Skyline — Art History Mailer
DHD*

Classification: Marketing & Communications
Division: Housing

SILVER

*The Atrium at Navesink Harbor
Resident Roundtable Event
Springpoint*

Classification: Marketing & Communications
Division: Housing

SILVER

*The Cambridge Brier Creek
Candy Cane Direct Mail
Solutions Advisors/The Cambridge
at Brier Creek*

Classification: Marketing & Communications
Division: Housing

SILVER

*The Stayton Direct Mail One
Angell Marketing*

Classification: Marketing & Communications
Division: Housing

SILVER

*We're Family — The Village of
The Heights direct-mail postcard
Hearken Creative*

Classification: Marketing & Communications
Division: Housing

SILVER

*Winchester Gardens Take Me Out to
the Ballgame
Springpoint*

Classification: Marketing & Communications
Division: Housing

BRONZE

*Come and See — Village on the Park
Plano direct-mail postcard
Hearken Creative*

Classification: Marketing & Communications
Division: Housing

BRONZE

*King Bruwaert House Take a
Fresh Look Invitation*

IVY Marketing Group

Classification: Marketing & Communications
Division: Housing

BRONZE

*Meadow Lakes Soup to Nuts
Springpoint*

Classification: Marketing & Communications
Division: Housing

BRONZE

*Paradise Valley Estates Direct Mail
Angell Marketing*

Classification: Marketing & Communications
Division: Housing

BRONZE

*Winchester Gardens Farm to Table
Harvest Happy Hour
Springpoint*

Classification: Marketing & Communications
Division: Housing

MERIT

*Fellowship Life Holiday Package
Colorworks*

Classification: Marketing & Communications
Division: Housing

MERIT

*Focus on What Really Matters
The Arbor Company*

Classification: Marketing & Communications
Division: Healthcare

MERIT

*Friendsview 'Bring Your A-Game'
Direct Mail
Anstey Hodge*

Classification: Marketing & Communications
Division: Housing

MERIT

*The Stayton Direct Mail Two
Angell Marketing*

Classification: Marketing & Communications
Division: Housing

Graphic Design

GOLD

*Bus Wrap Promoting LIFE
Senior Services*

LIFE Senior Services

Classification: Art/Design
Division: Community Organizations (National)

GOLD

*This Is Your Wallet On Medicare
AARP Bulletin*

Classification: Art/Design
Division: Community Organizations (National)

SILVER

*2024 Revenue Retreat campaign
HumanGood*

Classification: Art/Design
Division: Housing

SILVER

*Are There Really Targeted Exercises for
Getting Rid of Bat Wings?
The Ethel from AARP*

Classification: Art/Design
Division: Community Organizations (National)

SILVER

*How One Woman Found Happiness
in Midlife — and You Can Too
AARP*

Classification: Art/Design
Division: Community Organizations (National)

SILVER

*My Romantic Partner and I Don't Live
Together. Here's Why
The Ethel from AARP*

Classification: Art/Design
Division: Community Organizations (National)

BRONZE

*Is There a Female Viagra to Amp Up
My Sex Drive?*

The Ethel from AARP

Classification: Art/Design
Division: Community Organizations (National)

BRONZE

Mirador Magazine: Art Direction and Graphic Design
Tavé Fascé and Tay Juncker
Classification: Art/Design
Division: Media (National)

MERIT

Facebook meme: Give Thanks
Caring.com / Caring LLC
Classification: Art/Design
Division: Media (National)

MERIT

The Inside Story of Your Body (The Women's Edition)
AARP The Magazine
Classification: Art/Design
Division: Community Organizations (National)

MERIT

Tour of Lights
AgeWell Solvere Living — Marketing Team
Classification: Art/Design
Division: Housing

MERIT

Why I Finally Had Breast Reduction Surgery at Age 60
The Ethel from AARP
Classification: Art/Design
Division: Community Organizations (National)

Logo/Letterhead Design

GOLD

Golden Heart Home Care New Logo
corecubed
Classification: Art/Design
Division: Healthcare

GOLD

Westminster Communities — Longevity Scripts Rebrand
Westminster Communities of Florida and Elevux
Classification: Art/Design
Division: Healthcare

SILVER

Estates at Carpenter's new logo
Dave Martino, Dan Croci, Jen Allain
Classification: Art/Design
Division: Housing

BRONZE

Bethany — Brand Identity
DHD
Classification: Art/Design
Division: Housing

MERIT

At Home Independent Living Business Cards
corecubed
Classification: Art/Design
Division: Healthcare

Magazine

GOLD

AARP The Magazine, December 2024/January 2025
AARP
Classification: Publications/Editorial
Division: Media (National)

SILVER

"AARP The Magazine: The Travel Issue"
AARP
Classification: Publications/Editorial
Division: Media (National)

SILVER

Mirador Magazine
Nikki Jardin, Publisher
Classification: Publications/Editorial
Division: Media (National)

BRONZE

AARP The Magazine, June/July 2024
AARP
Classification: Publications/Editorial
Division: Media (National)

BRONZE

Heart & House Magazine Fall/Winter 2024
Acts Retirement-Life Communities
Classification: Publications/Editorial
Division: Housing

BRONZE

Heart & House Magazine Spring/Summer 2024
Acts Retirement-Life Communities
Classification: Publications/Editorial
Division: Community Organizations (National)

BRONZE

Heart & House Magazine Spring/Summer 2024
Acts Retirement-Life Communities
Classification: Publications/Editorial
Division: Housing

BRONZE

Pursuits Community Lifestyle Magazine, Moravian Manor Communities
Stratega Marketing & Jennifer Shutt, Moravian Manor Communities
Classification: Publications/Editorial
Division: Housing

MERIT

Heart & House Magazine Fall/Winter 2024
Acts Retirement-Life Communities
Classification: Publications/Editorial
Division: Community Organizations (National)

Marketing/Advertising Campaign

GOLD

Beatitudes Campus Print Campaign
Angell Marketing
Classification: Marketing & Communications
Division: Housing

GOLD

Highpoint Wine Campaign
Angell Marketing
Classification: Marketing & Communications
Division: Housing

GOLD

Paradise Valley Estates Campaign
Angell Marketing
Classification: Marketing & Communications
Division: Housing

GOLD

Remodel Campaign

STAT Marketing

Classification: Marketing & Communications

Division: Housing

SILVER

Beatitudes Campus Super

Hero Campaign

Angell Marketing

Classification: Marketing & Communications

Division: Housing

SILVER

Belle Springs Nuture Email Campaign

Anstey Hodge

Classification: Marketing & Communications

Division: Housing

SILVER

Canterbury Court Atlanta

Jewish Times Ads

Anstey Hodge

Classification: Marketing & Communications

Division: Housing

SILVER

Connect and Learn Campaign

Mather

Classification: Marketing & Communications

Division: Community Organizations

(Local/State)

SILVER

Heron's Key Print Campaign

Angell Marketing

Classification: Marketing & Communications

Division: Housing

SILVER

Longhorn Village Print Campaign

Angell Marketing

Classification: Marketing & Communications

Division: Housing

SILVER

Longhorn Village Small

Space Campaign

Angell Marketing

Classification: Marketing & Communications

Division: Housing

SILVER

Sierra Winds Campaign

Angell Marketing

Classification: Marketing & Communications

Division: Housing

SILVER

Smith Senior Living —

100th Anniversary Campaign

DHD

Classification: Marketing & Communications

Division: Housing

SILVER

The Doliver: Senior Living That's As

Bold As You Are

Hearken Creative

Classification: Marketing & Communications

Division: Housing

SILVER

Westminster Communities —

Palette of Possibilities

Westminster Communities of Florida

Classification: Marketing & Communications

Division: Healthcare

BRONZE

Legacy Pointe at UCF Coffee

and Dessert Campaign

Anstey Hodge

Classification: Marketing & Communications

Division: Housing

BRONZE

Live Your Way

STAT Marketing

Classification: Marketing & Communications

Division: Housing

BRONZE

Pursue the Possibilities, Residential

Living Marketing Collateral Package,

Moravian Manor Communities

Tina Prins (Stratega Marketing), Emily

Fogelman Designs, Nicole Michael

(Moravian Manor Communities)

Classification: Marketing & Communications

Division: Housing

BRONZE

Rydal Park & Waters

advertising campaign

HumanGood and Doug Hill Design

Classification: Marketing & Communications

Division: Housing

BRONZE

Silver Bridges Consulting

"Best Interest, Always" Campaign

Devaney & Associates & Silver

Bridges Consulting

Classification: Marketing & Communications

Division: Housing

BRONZE

Silver&Fit® Re-Brand & Launch

American Specialty Health® Engage!

Creative Group

Classification: Marketing & Communications

Division: Miscellaneous Organization

BRONZE

Spring Mill Pointe

advertising campaign

HumanGood and Doug Hill Creative

Classification: Marketing & Communications

Division: Housing

BRONZE

The Farms at Bailey Station

'10 Reasons to Put Your Moving Plans

in Motion' Email Campaign

Anstey Hodge

Classification: Marketing & Communications

Division: Housing

BRONZE

The Vered Print Campaign

Angell Marketing

Classification: Marketing & Communications

Division: Housing

BRONZE

Welcome to Mease Life

Unisen Residents

Acts Retirement-Life Communities

Classification: Marketing & Communications

Division: Housing

BRONZE

Westminster Communities Soar Back To Sunshine

Westminster Communities of Florida

Classification: Marketing & Communications

Division: Healthcare

MERIT

Compassionate Care

STAT Marketing

Classification: Marketing & Communications

Division: Housing

MERIT

Highpoint Summer Campaign

Angell Marketing

Classification: Marketing & Communications

Division: Housing

MERIT

The Mansion at Rosemont advertising campaign

HumanGood and Doug Hill Creative

Classification: Marketing & Communications

Division: Housing

MERIT

The Variel Campaign

Angell Marketing

Classification: Marketing & Communications

Division: Housing

MERIT

Westminster Communities 70th Anniversary

Westminster Communities of Florida

Classification: Marketing & Communications

Division: Healthcare

Miscellaneous Marketing/ Communications

GOLD

DHD — Original Song & Video for Aging Services

DHD

Classification: Marketing & Communications

Division: Miscellaneous Organization

GOLD

HumanGood "What If?" 75th Anniversary video

HumanGood Brand Marketing

Classification: Marketing & Communications

Division: Housing

GOLD

Remembering Normandy

Covenant Living Communities and Services

Classification: Marketing & Communications

Division: Housing

GOLD

Wise Women Music Video

Mather

Classification: Marketing & Communications

Division: Housing

SILVER

A Gift of Words

Covenant Living Communities and Services

Classification: Marketing & Communications

Division: Housing

SILVER

ActsTV Explainer

Acts Retirement-Life Communities

Classification: Marketing & Communications

Division: Housing

SILVER

AgeSpan's 50 Years of Inspiring Aging: Celebrating the Power, Value and Voices of Older Adults

AgeSpan

Classification: Marketing & Communications

Division: Community Organizations

(Local/State)

SILVER

Canterbury Court Mimosa Brunch Eblast

Anstey Hodge

Classification: Marketing & Communications

Division: Housing

SILVER

Cleaning Up Lake George

Covenant Living Communities and Services

Classification: Marketing & Communications

Division: Housing

SILVER

Covenant Connections, Jan 2025 Episode

Covenant Living Communities and Services

Classification: Marketing & Communications

Division: Housing

SILVER

Covenant Life Today, June 2024 Episode

Covenant Living Communities and Services

Classification: Marketing & Communications

Division: Housing

SILVER

Par-Tee into Summer

AgeWell Solvere Living — Marketing Team

Classification: Marketing & Communications

Division: Housing

SILVER

Walking & Wellness Program Video

Mather

Classification: Marketing & Communications

Division: Community Organizations

(Local/State)

BRONZE

2024 Revenue Retreat campaign

HumanGood

Classification: Marketing & Communications

Division: Housing

BRONZE

Be it ever so humble, there is no place like my home.

Area Agency on Aging, Region One

Classification: Marketing & Communications

Division: Community Organizations

(Local/State)

BRONZE

Covenant Life Today, August 2024 Episode

Covenant Living Communities and Services

Classification: Marketing & Communications

Division: Housing

BRONZE*Friendly Senior Living Stories***Friendly Senior Living**

Classification: Marketing & Communications

Division: Healthcare

BRONZE*Real People. Real Stories. Real Results.***IVY Marketing Group, Inc**

Classification: Marketing & Communications

Division: Housing

BRONZE*Smith Senior Living —**Anniversary Documentary Video***DHD**

Classification: Marketing & Communications

Division: Housing

MERIT*An Unforgettable Ice Cream Social***Covenant Living Communities****and Services**

Classification: Marketing & Communications

Division: Housing

MERIT*Becoming a Resident — Assisted Living***The Arbor Company**

Classification: Marketing & Communications

Division: Healthcare

MERIT*Canterbury Court Mindful**Thinking Eblast***Anstey Hodge**

Classification: Marketing & Communications

Division: Housing

MERIT*Culturally Responsive Connections***California Association of Area****Agencies on Aging (C4A)**

Classification: Marketing & Communications

Division: Community Organizations

(Local/State)

MERIT*Friendsview Sales Kit***Anstey Hodge**

Classification: Marketing & Communications

Division: Housing

MERIT*L.A. Strong***STAT Marketing**

Classification: Marketing & Communications

Division: Housing

MERIT*Resident Survey Promo***Acts Retirement-Life Communities**

Classification: Marketing & Communications

Division: Housing

**Miscellaneous
Publication/Editorial****GOLD***Exclusive Report: Seniors Unretiring***Caring.com / Caring LLC**

Classification: Publications/Editorial

Division: Media (National)

SILVER*Dementia Care Insights: Home vs.**Facility Choice Data Study***Caring.com / Caring LLC**

Classification: Publications/Editorial

Division: Media (National)

SILVER*Reviews Methodology and FAQ |**Caring.com***Caring.com / Caring LLC**

Classification: Publications/Editorial

Division: Miscellaneous Organization

BRONZE*2024 Senior Financial**Dependency Study***Caring.com / Caring LLC**

Classification: Publications/Editorial

Division: Media (National)

BRONZE*The Centennial Society**Case Statement***Acts Retirement-Life Communities**

Classification: Publications/Editorial

Division: Housing

BRONZE*We're Here for You (Advertorial)***Covenant Living Communities****and Services**

Classification: Publications/Editorial

Division: Housing

MERIT*Acts 2023 Annual Report***Acts Retirement-Life Communities**

Classification: Publications/Editorial

Division: Community Organizations (National)

MERIT*News Release/Web Article:**TPM Employees celebrates**50th work anniversary***PMMA (Presbyterian Manors of
Mid-America®)**

Classification: Publications/Editorial

Division: Housing

**Newsletter/
Newspaper****GOLD***AARP Bulletin, April 2024***AARP**

Classification: Publications/Editorial

Division: Media (National)

SILVER*Caring for Life UPMC for Life**Medicare Program 2024 Issue 2***Susie Doak**

Classification: Publications/Editorial

Division: Healthcare

SILVER*InterActs Summer 2024***Acts Retirement-Life Communities**

Classification: Publications/Editorial

Division: Housing

BRONZE*AARP Bulletin, March 2024***AARP**

Classification: Publications/Editorial

Division: Media (National)

BRONZE

*Caring for Life UPMC for Life
Medicare Program Community
Health Choices 2024 Issue 2*

Susie Doak

Classification: Publications/Editorial

Division: Healthcare

MERIT

Nextraordinary News

Mather

Classification: Publications/Editorial

Division: Housing

Online/ Digital Resource

GOLD

*CCH Pounder on Being Her
Husband's Caregiver*

AARP Studios

Classification: Caregiving

Division: Media (National)

GOLD

*Comedian Finds Humor, Purpose
in Caring for His Parents*

AARP Studios

Classification: Caregiving

Division: Media (National)

GOLD

*At 64, Skateboarding Champ Shreds
the Way for Women*

AARP Studios

Classification: Health Promotion & Wellness

Division: Media (National)

SILVER

*"The Visiting Angels Approach:
Restoring Hope at Home" eBook*

Visiting Angels

Classification: Caregiving

Division: Healthcare

SILVER

*Lauren and Seth Rogen Spotlight
Caregiving in New Film*

AARP Studios

Classification: Caregiving

Division: Media (National)

SILVER

*Los Siete Magnificos /
The Magnificent Seven:
Nostalgic Adaptive Books for Care
Partners to Share Again and Again*

Laurette Klier, NANA'S BOOKS

Classification: Caregiving

Division: Media (National)

SILVER

Seth Rogen on the Cost of Caregiving

AARP Studios

Classification: Caregiving

Division: Media (National)

SILVER

Aging Wisely — Senior Nutrition

**Pierce County Aging &
Disability Resources**

Classification: Health Promotion & Wellness

Division: Government

SILVER

*Area Office on Aging Better & Longer
Podcast; Episode 4: "Aging Through
the Eyes of Faith"*

Area Office on Aging & WGTE

Classification: Health Promotion & Wellness

Division: Miscellaneous Organization

SILVER

*Naomi Watts on Menopause:
'It's Not All Doom and Gloom'*

AARP Studios

Classification: Health Promotion & Wellness

Division: Media (National)

SILVER

A Tale of Two Cities within One City

Area Office on Aging & Creadio

Classification: Home & Community

Based Programs

Division: Miscellaneous Organization

SILVER

How To Control Your Parent's Tech

AARP Studios

Classification: Home & Community

Based Programs

Division: Media (National)

SILVER

How To Recover Deleted Photos

AARP Studios

Classification: Home & Community

Based Programs

Division: Media (National)

SILVER

How To Spot AI Fakes

AARP Studios

Classification: Home & Community

Based Programs

Division: Media (National)

SILVER

*3 Things to Do Before Retiring
to the Shore*

AARP Studios

Classification: Mature Work & Retirement

Division: Media (National)

SILVER

*6 Questions to Ask Yourself Before
You Unretire*

Richard Eisenberg, Next Avenue

Classification: Mature Work & Retirement

Division: Media (National)

SILVER

Interactive Website Carousel Sliders

IAM National Benefit Funds Office

Classification: Mature Work & Retirement

Division: Community Organizations (National)

BRONZE

The 10-3-2-1 Method for Better Sleep

AARP Studios

Classification: Health Promotion & Wellness

Division: Media (National)

BRONZE

Triage Health Medicare Resource Hub

Triage Cancer

Classification: Health Promotion & Wellness

Division: Community Organizations (National)

BRONZE

*Understanding Dementia and
Alzheimer's Disease family resource*

HumanGood and Hearken Creative

Classification: Health Promotion & Wellness

Division: Housing

BRONZE*Understanding Medicare Part D Video*
Triage Cancer

Classification: Health Promotion & Wellness
Division: Community Organizations (National)

BRONZE*The Golden Gang*
The Arbor Company

Classification: Home & Community
Based Programs
Division: Healthcare

BRONZE*Latinos and Retirement:
7 Key Questions Answered*
AARP.org

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

MERIT*Kinship Navigator Program —
Designated Exemplary*
**Kinship Navigator Program &
the Grandfamilies & Kinship
Support Network**

Classification: Caregiving
Division: Community Organizations
(Local/State)

MERIT*You Are a Caregiver*
AgeWays Nonprofit Senior Services

Classification: Caregiving
Division: Community Organizations
(Local/State)

MERIT*Gabby Reece Demonstrates
the Kettlebell Swing*
AARP Studios

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

MERIT*Power Couple Finds New Ways to
Stay Fit After 50*
AARP Studios

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

MERIT*Triage Health Estate Planning Toolkit*
Triage Cancer

Classification: Health Promotion & Wellness
Division: Community Organizations (National)

Photograph**GOLD***"You're Out!" Allen Brougham,
Umpire, Fairhaven Resident*
Acts Retirement-Life Communities

Classification: Art/Design
Division: Housing

SILVER*One Woman's Search For Happiness*
AARP The Magazine

Classification: Art/Design
Division: Community Organizations (National)

SILVER*Rainy Day Fun at The Cypress
of Charlotte*
Doggett

Classification: Art/Design
Division: Housing

SILVER*Springhouse resident lifestyle*
**HumanGood, Doug Hill Creative,
Steve Belkowitz Photography**

Classification: Art/Design
Division: Housing

SILVER*Stop and Smell the Flowers*
The Arbor Company

Classification: Art/Design
Division: Healthcare

SILVER*White Sands resident Cliff Colwell,
orthopedic researcher*
**HumanGood and Rick Mendoza
Photography**

Classification: Art/Design
Division: Housing

BRONZE*Dr. Trey Katzenbach*
AARP Instagram

Classification: Art/Design
Division: Community Organizations (National)

BRONZE*How to Save Your Own Life*
AARP The Magazine

Classification: Art/Design
Division: Community Organizations (National)

BRONZE*The Terraces of Boise
resident profile, musician*
**HumanGood, Doug Hill Creative,
Steve Belkowitz Photography**

Classification: Art/Design
Division: Housing

BRONZE*White Sands resident Carolyn Colwell,
nature reserve docent*
**HumanGood and Rick Mendoza
Photography**

Classification: Art/Design
Division: Housing

MERIT*Bonsai, cover photo*
Michael Dinneen for Senior Voice

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

MERIT*White Sands resident lifestyle*
**HumanGood and Rick Mendoza
Photography**

Classification: Art/Design
Division: Housing

**Social Media
(Facebook)****GOLD***At 99, Holocaust Survivor and
His Band Play for Peace*
AARP Studios

Classification: Web-based & Mobile Resources
Division: Media (National)

GOLD

Cobbler Keeps His Craft Alive on TikTok

AARP Studios

Classification: Web-based & Mobile Resources
Division: Media (National)

GOLD

Kathy Bates: 'My Sense of Self Has Changed' With Age

AARP Studios

Classification: Web-based & Mobile Resources
Division: Media (National)

SILVER

Celebrating 104 Years!

Acts Retirement-Life Communities

Classification: Web-based & Mobile Resources
Division: Housing

SILVER

Michelle Yeoh Fights Ageism and Doesn't Listen to Haters

AARP Studios

Classification: Web-based & Mobile Resources
Division: Media (National)

SILVER

These Older Women Are Making a Splash Diving for Trash

AARP Studios

Classification: Web-based & Mobile Resources
Division: Media (National)

BRONZE

Acts Celebrates April Fool's Day

Acts Retirement-Life Communities

Classification: Web-based & Mobile Resources
Division: Housing

BRONZE

The Ethel Circle from AARP
The Ethel Circle from AARP

Classification: Web-based & Mobile Resources
Division: Media (National)

MERIT

St. Ann's Community Facebook Page
St. Ann's Community

Classification: Web-based & Mobile Resources
Division: Community Organizations
(Local/State)

Social Media (Instagram)

SILVER

Animal Lover Opens His Heart and Home to Older Dogs

AARP Studios

Classification: Web-based & Mobile Resources
Division: Media (National)

BRONZE

Henry Winkler Loves Being a Grandpa

AARP Studios

Classification: Web-based & Mobile Resources
Division: Media (National)

Social Media (YouTube)

GOLD

Medicare Explained

AARP Studios

Classification: Web-based & Mobile Resources
Division: Media (National)

GOLD

Social Security Explained

AARP Studios

Classification: Web-based & Mobile Resources
Division: Media (National)

Staff/Inservice Training

SILVER

Time Out

The Arbor Company

Classification: Education/Training Programs
Division: Healthcare

Total Caregiving Program

SILVER

Skilled Nursing collateral program

HumanGood

Classification: Caregiving
Division: Housing

Total Program

SILVER

Medicare 2024 Organic Social Posts

Deontre' Wynn

Classification: Health Promotion & Wellness
Division: Healthcare

Web Site

GOLD

AARP.org

AARP.org

Classification: Web-based & Mobile Resources
Division: Media (National)

GOLD

Canterbury Court Website

Anstey Hodge

Classification: Web-based & Mobile Resources
Division: Housing

SILVER

Danish Home of Chicago New Website

IVY Marketing Group

Classification: Web-based & Mobile Resources
Division: Housing

SILVER

JFS Care Landing Page

corecubed

Classification: Web-based & Mobile Resources
Division: Healthcare

SILVER

Presbyterian Village North Website

Anstey Hodge

Classification: Web-based & Mobile Resources
Division: Housing

SILVER

Rockwood Retirement Communities Website
Anstey Hodge

Classification: Web-based & Mobile Resources
Division: Housing

SILVER

The Buckingham website
Solutions Advisors/The Buckingham

Classification: Web-based & Mobile Resources
Division: Housing

BRONZE

A Better Solution In-Home Care Raleigh New Website
corecubed

Classification: Web-based & Mobile Resources
Division: Healthcare

BRONZE

Arciera Home Care New Website
corecubed

Classification: Web-based & Mobile Resources
Division: Healthcare

BRONZE

Legacy Pointe at UCF Website
Anstey Hodge

Classification: Web-based & Mobile Resources
Division: Housing

BRONZE

Pat Landaker AGENCY Website
Patricia Landaker

Classification: Web-based & Mobile Resources
Division: Media (National)

MERIT

AARP Members Edition
AARP.org

Classification: Web-based & Mobile Resources
Division: Media (National)

MERIT

Rent-A-Daughter Landing Page for Caregiver Jobs
corecubed

Classification: Web-based & Mobile Resources
Division: Healthcare

MERIT

Some Retirees Are Forced to Sign Up for Medicare Advantage Plans
Richard Eisenberg, Fortune.com

Classification: Web-based & Mobile Resources
Division: Media (National)

MERIT

Sunshine Company Home Care One-Page Website
corecubed

Classification: Web-based & Mobile Resources
Division: Healthcare

Web-based Resource/Tool

GOLD

Do You Know What it Takes to Put on a Rock 'n' Roll Concert?

AARP Studios

Classification: Web-based & Mobile Resources
Division: Media (National)

GOLD

Understanding Long-Term Care Insurance

AARP.org

Classification: Web-based & Mobile Resources
Division: Media (National)

SILVER

5 Easy Ways to Improve Your Gut Health
AARP.org

Classification: Web-based & Mobile Resources
Division: Media (National)

SILVER

Belle Springs Digital Guide to Senior Living
Anstey Hodge

Classification: Web-based & Mobile Resources
Division: Housing

SILVER

Canterbury Court Overview Guide
Anstey Hodge

Classification: Web-based & Mobile Resources
Division: Housing

SILVER

Fall 2024 Virtual Tour of Homes at The Cypress of Hilton Head
Doggett

Classification: Web-based & Mobile Resources
Division: Housing

SILVER

How to Find Unclaimed Money
AARP Studios

Classification: Web-based & Mobile Resources
Division: Media (National)

SILVER

The Devonshire Cottage at The Cypress of Hilton Head
Doggett

Classification: Web-based & Mobile Resources
Division: Housing

SILVER

Today's Tips from AARP
AARP Studios

Classification: Web-based & Mobile Resources
Division: Media (National)

BRONZE

Careers at The Cypress of Hilton Head
Doggett

Classification: Web-based & Mobile Resources
Division: Housing

BRONZE

How to Be a Caregiver guides
AARP.org

Classification: Web-based & Mobile Resources
Division: Media (National)

MERIT

How AI Is Fueling Election Disinformation
AARP Studios

Classification: Web-based & Mobile Resources
Division: Media (National)

