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For Immediate Release

Competition Now Open for the 33rd Annual National Mature Media Awards: Entry Deadline April 19th

Entries are now being accepted for the 33rd *National Mature Media Awards*[®] program – the largest competition of its kind – recognizing the nation’s best advertising, marketing, and educational materials and programs produced for older adults and their families.

Complete details about the 2024 competition, including entry divisions and categories, judging criteria, and FAQs, can be found at the program website: seniorawards.com. The 2024 entry deadline is April 19th.

For the 2024 competition, entries must be submitted in a digital format: either by uploading a PDF copy or providing a direct link (URL).

“We have made the online entry process as easy as 1,2,3,” adds Patricia Henze, executive director of the *Mature Market Resource Center*, organizer of the awards program:

1. Visit seniorawards.com.
2. Complete your entry information and upload your entry in a digital format.
3. Check out securely with payment by credit card or check.

The regular entry fee is \$75. Some entry categories require an additional fee.

Hundreds of local, state, and national organizations enter the *National Mature Media Awards* competition every year. Recent Gold & Silver winners include: AARP, Area Agencies on Aging, Arthritis Foundation, Beacon Newspapers, Bluespire Senior Living, Davis Harrison Dion, Home Instead Senior Care, hospitals and health systems, Mayo Clinic, Medicare health plans, retirement communities, senior centers, UnitedHealthcare, and the VFW.

For more information about the 33rd annual competition, visit seniorawards.com, e-mail: info@seniorawards.com, or call 1-800-828-8226 (weekdays 9-5 Central time).

The *Mature Market Resource Center* (MMRC), organizer of the *National Mature Media Awards*, is a 34-year-old national clearinghouse for professionals who work with older adults. Other well-known MMRC programs include the *New Product & Technology Awards*[®], *National Senior Health & Fitness Day*[®], and the *Mature Fitness Awards—USA*SM.

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