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For Immediate Release

National Mature Media AwardsSM Celebrates 30th Anniversary in 2021—Entry Deadline April 23rd

This year marks the 30th anniversary of the *National Mature Media Awards*SM 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 2021 competition, including entry divisions and categories, judging criteria, and FAQs, can be found at the program website: seniorawards.com.

The entry deadline is April 26th, but submissions received by March 31 will receive a \$10 early entry discount off the regular \$65 entry fee.

"Due to the continuing Covid-19 crisis, entries for this year's competition must be submitted in a digital format: either upload a PDF copy or provide a direct link (URL) for your entry," adds Patricia Henze, executive director of the *Mature Market Resource Center*, organizer of the program. She continues, "we have made the online entry process as easy as 1,2,3"

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 \$65. The fee for entries submitted by March 31 is \$55—a \$10 early entry discount. 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 have included: 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, Staywell, UnitedHealthcare, and VFW.

For more information about the 30th 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 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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