

It's easy to enter...

Choose one Division

- **Community Organizations**
Local/State or National
(Nonprofit Groups, AAAs, Senior Centers, etc.)
- **Financial Services**
- **Government**
(Local, State, Federal)
- **Healthcare**
(Hospitals, Health Systems, Home Care, Managed Care)
- **Housing**
(Active Adult, Assisted Living, Long-Term Care)
- **Insurance**
- **Media**
Local/State or National
(Television, Radio, Publishing)
- **Miscellaneous Organization**
(Any organization not included in the above Divisions)

Choose one Category

Marketing & Communications:

(A single item)

- Brochure/Booklet
- Direct Mail
- Magazine Ad
- Newspaper Ad
- Radio Ad
- TV Ad

(Total Programs)

- Special Event*
- Marketing/Advertising Campaign*
- Consumer/Public Relations Campaign*

NEW!

Mature Work & Retirement:

Resources that help older adults explore work options and/or plan for retirement.

(A single item)

- Brochure/Booklet
- Other Print Materials
- Advertising—Print/Radio/TV
- CDs/DVDs*
- Miscellaneous

(Total Programs)

- Education and Training*
- Retirement Education*

Publications:

(A single item/issue)

- Annual Report
- Brochure/Booklet
- Calendar
- Magazine
- Miscellaneous Publication
- Newsletter
- Newspaper/Tabloid

Art/Design:

(A single item)

- Graphic Design
- Logo/Letterhead Design
- Photograph (must include older adult)

Editorial:

- Book*
- Single Article—Magazine/ Newspaper/Newsletter
- Series of Articles—Magazine/ Newspaper/Newsletter (same topic)*
- TV (single show/segment)
- Miscellaneous Editorial

* Note: There is an additional \$20 fee for these categories.

Have a Web site? Enter the New Product & Technology AwardsSM at www.agingawards.com

Submission Requirements

(Failure to follow these requirements may result in entry disqualification.)

1. Submit **one copy of your entry**.
2. Enclose your entry in a 9" x 12" envelope (or larger) with **two copies of your entry form** stapled (not taped) to the outside of the envelope.
3. Please do not mount any print materials. For editorial entries, submit *articles only*—not entire publication. Photocopies are acceptable.
4. For Radio/TV, submit one entry per CD or DVD. *Include running time.*

Questions? Call: 1-800-828-8225 • E-mail: info@seniorawards.com

Web site: www.seniorawards.com

2010 Entry Form

Type or neatly print all information below.
Submit **two** copies of this form with each entry.

(For office use)

Contact Information: (Who we should contact if this entry wins an award.)

Name _____ Title _____
Organization _____
Address _____
City _____ State _____ Zip _____
Phone _____ Fax _____ E-mail _____

Award Information: (What we will list if this entry wins.)

Entry Title _____
Actual name of the piece
Organization _____
If different than above

Division: (What type of organization produced this entry? Check only one)

- Community Organizations
choose: Local/State **or** National
- Financial Services
- Government
- Healthcare
- Housing
- Insurance
- Media
choose: Local/State **or** National
- Miscellaneous Organization

Entry Deadline:
Postmarked by
March 26, 2010

Category: (What type of entry is being submitted? Check only one)

Marketing & Communications: (A single item)

- Brochure/Booklet
- Direct Mail
- Magazine Ad
- Newspaper Ad
- Radio Ad
- TV Ad

(Total Programs)

- Special Event*
- Marketing/Advertising Campaign*
- Consumer/Public Relations Campaign*

NEW! Mature Work & Retirement:

(A single item)

- Brochure/Booklet
- Other Print Materials
- Advertising—Print/Radio/TV
- CDs/DVDs*
- Miscellaneous*

(Total Programs)

- Education and Training*
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Newspaper/Newsletter
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Newspaper/Newsletter (same topic)*
- TV (single show/segment)
- Miscellaneous Editorial

* Additional \$20 fee required for these categories.

Payment Information:

Entry Fee: \$49.00 per entry. (\$20 additional fee for categories marked with an asterisk*)
Make checks payable to: **Mature Market Resource Center (MMRC)**,
or use VISA/MasterCard. Our Federal Tax ID Number: 36-3559293.

Mail To: **2010 National Mature Media Awards • c/o Mature Market Resource Center**
1850 W. Winchester Road, Suite 213
Libertyville, IL 60048-5355

Entry Fee \$ 49.00 + Add'l Fee* (if applicable) _____ **TOTAL \$** _____

Method of Payment: Check Enclosed VISA MasterCard (Sorry, Amex not accepted)

Card Number _____ Expiration Date _____

Cardholder Name (please print) _____ Signature _____

(Please detach and return, you may photocopy this entry form or download from our Web site: www.seniorawards.com.)