

2010

19th Annual

National Mature Media AwardsSM

Call for Entries

(Selected 2009 Gold & Silver Winners)

Partners in Service
The North Shore Senior Center and the Portland Police Department are in the same boat.

What Do All Seniors Really Want?
Most seniors would like to be healthy, active and secure in their old age. But there are many things that seniors want that are not always met. This article explores the needs of seniors and how to meet them.

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North Shore Senior Center

CATCH THE WAVE!
Senior Surf Day
Learn to surf the World Wide Web

Minnesota Board on Aging

Pacific Retirement Services, Inc.
A Medicare Summary for Residents

What is covered by Medicare A and B?
A Medicare Summary for Residents

Pacific Retirement Services, Inc.

Inspiring Active Living

KINGSWOOD
Senior Living Community

Kingswood Senior Living Community

RE-CREATING NEIGHBORHOODS FOR SUCCESSFUL AGING

Pauline S. Abbott
Nancy Carman
Jack Carman
Bob Scarfo

NEW Category for 2010: Mature Work & Retirement!

Entry Deadline Extended: April 2, 2010

The Mature Market Resource CenterSM

Presents the **19th Annual**

National Mature Media AwardsSM

This is the nation's largest awards program that annually recognizes the best marketing, communications, educational materials and programs for adults age 50 and older.

The National Mature Media AwardsSM is open to all organizations and individuals that produced materials from January 1, 2009 through December 31, 2009.

How to enter...

Choose one Division *and* one Category per entry. You may submit as many entries as you want, but you must pay an entry fee for each submission. **Include one sample of your entry, and two copies of your completed entry form.** (See bottom of next panel for detailed submission requirements.)

Enclose \$49.00 for each entry submitted. *Certain categories require an extra fee—see entry form for details.* Multiple entries may be paid with one check.

Entry deadline: April 2, 2010

Judging: Entries will be judged by Division and Category. Using a rating scale of 1 to 100, a panel of mature market experts will judge the entries based on format, content, creativity, relevance and overall quality. Judges' scores will be totalled and averaged. Gold, Silver, Bronze, and Merit certificates will be awarded by Division and Category based on these averaged scores. *All judges' decisions are final.* Entries cannot be returned. Winning entries may be used for promotional purposes. Award packets will be sent to winners in June.

Payment: Make checks payable to **Mature Market Resource Center.** Visa and MasterCard also accepted (sorry, no American Express).

Send all entries to:

2010 National Mature Media Awards Program
c/o Mature Market Resource Center
1850 West Winchester Road, Suite 213
Libertyville, Illinois 60048-5355

All 2010 award winners will receive a colorful awards certificate, Web site listing, overall winners list, national publicity, and a one-year license to use the awards program logo for promotional use.



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

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.

_____ <small>(For office use)</small>
--

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)

- | | |
|---|---|
| <input type="checkbox"/> Community Organizations
choose: <input type="checkbox"/> Local/State or <input type="checkbox"/> National | <input type="checkbox"/> Housing |
| <input type="checkbox"/> Financial Services | <input type="checkbox"/> Insurance |
| <input type="checkbox"/> Government | <input type="checkbox"/> Media
choose: <input type="checkbox"/> Local/State or <input type="checkbox"/> National |
| <input type="checkbox"/> Healthcare | <input type="checkbox"/> Miscellaneous Organization |

Entry Deadline:
Postmarked by
April 2, 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*
- Retirement Education*

Publications: *(A single item/issue)*

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Editorial:

- Book*
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Newspaper/Newsletter
- Series of Articles—Magazine/
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.

National Mature Media AwardsSM

National Sponsors



Advocacy. Action. Answers on Aging.



aahsa[®]

creating the future of aging services



Center for Aging Services Technologies



AMERICAN
CUSTOM
PUBLISHING
CORPORATION[®]

ACP

The Mature Market Resource CenterSM recognizes innovative products and services with a separate awards program, the *New Product & Technology Awards*SM. This companion to our 19-year old *National Mature Media Awards*SM honors the world's best technologies, products and services for an aging society.

2nd Annual

New Product & Technology AwardsSM 2010

Recognizing Innovative Products & Services for Older Adults and Their Families.

Category Examples

- Web sites
- Electronics
- Consumer Products
- Prevention/Health Maintenance
- Housing and Universal Design
- And many more

For a complete list of program categories, entry form, criteria and entry fees, please visit the *New Product & Technology Awards*SM program Web site: www.agingawards.com.

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

Entry Deadline – June 28, 2010



www.seniorprograms.com

The Mature Market Resource Center (MMRC), organizer of both the *National Mature Media Awards*SM and the *New Product & Technology Awards*SM, is a national clearinghouse for the older adult market. Other well-known MMRC programs include: *National Senior Health & Fitness Day*[®], the *Mature Fitness Awards USA*[®], and the *Senior Media Directory*[™].

Visit: www.seniorawards.com

19th Annual

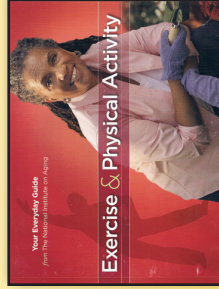
Call for Entries

(Selected 2009 Gold & Silver Winners)

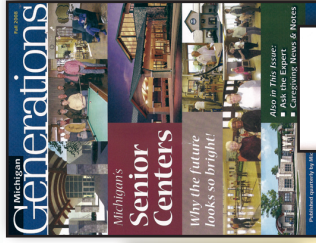
Michigan's Area Agencies on Aging



The Hartford



Exercise & Physical Activity



Westminster Village

National Mature Media AwardsSM

Gold, Silver, Bronze, and Merit Certificates will be awarded in each of the following Divisions:

- Community Organizations
- Financial Services
- Government
- Healthcare
- Housing
- Insurance
- Media
- Miscellaneous



National Mature Media AwardsSM

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www.seniorawards.com

IMPORTANT: Timely Material

Please share with others involved in your older adult programs.

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Entry Deadline: April 2, 2010