



WINNERS

2015

*Honoring The Best Marketing,
Communications, Educational Materials,
and Programs for Older Adults*

Submitted by: **3rdThird Marketing**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
BRONZE	Rebranding New Website	Community Organizations (Local/State)	Web Site	Park Shore
MERIT	Capital Campaign Fundraising Ad	Community Organizations (Local/State)	Magazine / Newspaper Advertising (Marketing & Communications)	Cedar Sinai Park
MERIT	Hidden Gems Campaign	Community Organizations (Local/State)	Marketing / Advertising Campaign (Marketing & Communications)	PRCN

Submitted by: **AARP**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
SILVER	Love Your Job	Media (National)	Book (Publications / Editorial)	AARP
SILVER	Guarding Your Digits	Media (National)	Graphic Design (Art / Design)	AARP
SILVER	Prescription for Abuse	Media (National)	Graphic Design (Art / Design)	AARP
SILVER	Save Your Own Life (3 spreads)	Media (National)	Graphic Design (Art / Design)	AARP
BRONZE	Boomers 101: The Definitive Collection	Media (National)	Book (Publications / Editorial)	AARP
BRONZE	A Boomer's History of Mars	Media (National)	Graphic Design (Art / Design)	AARP
BRONZE	Cyberproof Your Phone	Media (National)	Graphic Design (Art / Design)	AARP
BRONZE	What's New 2015	Media (National)	Graphic Design (Art / Design)	AARP
BRONZE	"Grandma" Gets a Reboot	Media (National)	Photograph (Art / Design)	AARP
BRONZE	A Man in Full -- Jeff Bridges	Media (National)	Photograph (Art / Design)	AARP
BRONZE	December 2014 Cover Photo	Media (National)	Photograph (Art / Design)	AARP
BRONZE	Finding a Light in the Darkness--Patrick Stewart	Media (National)	Photograph (Art / Design)	AARP
BRONZE	Medicare Revises Hospice Drug Rules	Media (National)	Photograph (Art / Design)	AARP
BRONZE	Patrick Stewart Cover	Media (National)	Photograph (Art / Design)	AARP

BRONZE	Robert Stone	Media (National)	Photograph (Art / Design)	AARP
BRONZE	September 2014 Cover	Media (National)	Photograph (Art / Design)	AARP
MERIT	AARP Brochure-- Real Possibilities	Media (National)	Brochure / Booklet (Marketing & Communications)	AARP
MERIT	Meet Medicare Booklet	Community Organizations (National)	Brochure / Booklet (Marketing & Communications)	AARP
MERIT	AARP The Magazine, June/July 2014, Digital Edition	Media (National)	Digital Publication: E-Newsletter	AARP
MERIT	Funeral Frauds	Media (National)	Graphic Design (Art / Design)	AARP
MERIT	Be Fearless at 50+	Media (National)	Logo / Letterhead Design (Art / Design)	AARP
MERIT	June 2014 Cover Photo--Lonnie & Muhammad Ali	Media (National)	Photograph (Art / Design)	AARP
MERIT	Perilous Crossings	Media (National)	Photograph (Art / Design)	AARP
MERIT	Sheryl Crow and Melissa Etheridge Cover	Media (National)	Photograph (Art / Design)	AARP

Submitted by: **AARP Books**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
GOLD	Your Brain	Miscellaneous Organization	Book (Publications / Editorial)	AARP Books
SILVER	iPhone for Seniors	Miscellaneous Organization	Book (Publications / Editorial)	AARP Books
BRONZE	Places for Passion	Miscellaneous Organization	Book (Publications / Editorial)	AARP Books

Submitted by: **Advertising Council of Rochester**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
GOLD	Help A Caregiver	Community Organizations (Local/State)	Marketing / Advertising Campaign (Marketing & Communications)	Advertising Council of Rochester

Submitted by: **Alameda Senior Magazine**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
BRONZE	Alameda Senior Magazine, Volume 5	Media (Local/State)	Magazine (Publications / Editorial)	Alameda Senior Magazine

Submitted by: **Allison Consulting**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
BRONZE	Opening Awareness Campaign	Healthcare	Magazine / Newspaper Advertising (Marketing & Communications)	Transitional Care of Arlington Heights
BRONZE	New Identity and Marketing Campaign	Healthcare	Marketing / Advertising Campaign (Marketing & Communications)	Medication Management Partners
MERIT	The Garlands Club and Day Pass Program	Housing	Magazine / Newspaper Advertising (Marketing & Communications)	The Garlands of Barrington

Submitted by: **American Custom Publishing Corporation**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
SILVER	2015 Heart Health Pocket Planner Calendar with Card Holder	Media (National)	Calendar (Publications / Editorial)	ACP, Inc.
SILVER	UPMC for Life 2015 Health Calendar with stickers	Healthcare	Calendar (Publications / Editorial)	ACP, Inc.
BRONZE	2015 Health Net Medicare Programs Planner	Healthcare	Calendar (Publications / Editorial)	ACP, Inc.
BRONZE	2015 Health Net Senior Health Planner with Card Holder	Healthcare	Calendar (Publications / Editorial)	ACP, Inc.
BRONZE	2015 Senior Health Wall Calendar	Community Organizations (Local/State)	Calendar (Publications / Editorial)	ACP, Inc.
MERIT	Geisinger Gold 2015 Healthy Living Calendar	Healthcare	Calendar (Publications / Editorial)	ACP, Inc.

Submitted by: **Amherst H. Wilder Foundation**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
BRONZE	Capacity to Care Awareness Campaign	Community Organizations (Local/State)	Web-based Resource / Tool	Amherst H. Wilder Foundation

Submitted by: **Anstey Hodge Senior**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
GOLD	Lanterns on the Lake Invitation	Housing	Direct Mail (Marketing & Communications)	Tel Hai Retirement Community
BRONZE	Timeline Brochure	Housing	Brochure / Booklet (Marketing & Communications)	The Farms at Bailey Station
BRONZE	Tel Hai Life Magazine Fall 2014	Housing	Magazine (Publications / Editorial)	Tel Hai Retirement Community

BRONZE	The Farms Sales Presentation	Housing	TV / Radio Advertising (Marketing & Communications)	The Farms at Bailey Station
MERIT	Share a Day of Care Brochure	Housing	Brochure / Booklet (Marketing & Communications)	Tel Hai Retirement Community

Submitted by: **Area Agency on Aging, Region One**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
SILVER	40 Acts of Kindness	Community Organizations (Local/State)	Book (Publications / Editorial)	Area Agency on Aging, Region One
SILVER	Life Wasn't Always Like This	Community Organizations (Local/State)	Marketing / Advertising Campaign (Marketing & Communications)	Area Agency on Aging, Region One
BRONZE	Area Agency Hoarding Program Brochure	Community Organizations (Local/State)	Brochure / Booklet (Marketing & Communications)	Area Agency on Aging, Region One
MERIT	Area Agency Brochure	Community Organizations (Local/State)	Brochure / Booklet (Marketing & Communications)	Area Agency on Aging, Region One
MERIT	World Elder Abuse Awareness Campaign	Community Organizations (Local/State)	Consumer Campaign / Special Event (Marketing & Communications)	Area Agency on Aging, Region One

Submitted by: **Artcraft Health**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
BRONZE	"Living with COPD"	Healthcare	Brochure / Booklet (Marketing & Communications)	Sunovion

Submitted by: **Arthritis Foundation**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
BRONZE	Feel Better Overnight	Community Organizations (National)	Article – Magazine / Newsletter / Newspaper (Publications / Editorial)	Arthritis Foundation
BRONZE	The Best Ways to Ease Your Knees	Community Organizations (National)	Article – Magazine / Newsletter / Newspaper (Publications / Editorial)	Arthritis Foundation
MERIT	Arthritis Today June 2014	Community Organizations (National)	Magazine (Publications / Editorial)	Arthritis Foundation

Submitted by: **Barbara Karnes Books, Inc.**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
GOLD	New Rules for End of Life Care--Barbara Karnes, RN	Media (National)	Consumer Education Program (Education / Training Programs)	Barbara Karnes Books, Inc.
MERIT	New Rules for End of Life Care--Barbara Karnes, RN	Media (National)	Book (Publications / Editorial)	Barbara Karnes Books, Inc.

Submitted by: **Bluespire Senior Living**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
GOLD	The Commons in Lincoln Collateral	Community Organizations (Local/State)	Brochure / Booklet (Marketing & Communications)	The Commons in Lincoln
GOLD	You Can Get Old Special Insert	Community Organizations (Local/State)	Magazine / Newspaper Advertising (Marketing & Communications)	Sun Health
SILVER	MonteCedro Parkway Grill Invite	Community Organizations (Local/State)	Direct Mail (Marketing & Communications)	MonteCedro
SILVER	Searstone: The Milestones	Community Organizations (Local/State)	Direct Mail (Marketing & Communications)	Searstone
SILVER	And They Lived Happily Ever After Ad	Community Organizations (Local/State)	Magazine / Newspaper Advertising (Marketing & Communications)	Longwood at Oakmont
SILVER	Feel Like a Freshman Ad	Community Organizations (Local/State)	Magazine / Newspaper Advertising (Marketing & Communications)	The Village at Penn State
SILVER	Observer Ad	Community Organizations (Local/State)	Magazine / Newspaper Advertising (Marketing & Communications)	Lutheran Village at Miller's Garage
SILVER	The Village at Penn State Press Special Insert	Community Organizations (Local/State)	Magazine / Newspaper Advertising (Marketing & Communications)	The Village at Penn State
SILVER	We Generations Magazine	Community Organizations (Local/State)	Magazine / Newspaper Advertising (Marketing & Communications)	Covenant Retirement Communities
BRONZE	Edgehill Collateral	Community Organizations (Local/State)	Brochure / Booklet (Marketing & Communications)	Edgehill
BRONZE	The Evergreens Collateral	Community Organizations (Local/State)	Brochure / Booklet (Marketing & Communications)	The Evergreens
BRONZE	Refreshed Direct Mail	Community Organizations (Local/State)	Direct Mail (Marketing & Communications)	The Covington
BRONZE	Searstone Spotlight Special Insertion	Community Organizations (Local/State)	Magazine / Newspaper Advertising (Marketing & Communications)	Searstone
MERIT	Flourish Collateral	Community Organizations (Local/State)	Brochure / Booklet (Marketing & Communications)	Lutheran Village at Miller's Grant
MERIT	What Do You Like with Your Coffee? Direct Mail	Community Organizations (Local/State)	Direct Mail (Marketing & Communications)	Rose Villa
MERIT	Wine Dinner Invite	Community Organizations (Local/State)	Direct Mail (Marketing & Communications)	Edgemere
MERIT	Putting the Focus on Your Magazine	Community Organizations (Local/State)	Magazine / Newspaper Advertising (Marketing & Communications)	Presbyterian Homes
MERIT	Unbelievable Ad	Community Organizations (Local/State)	Magazine / Newspaper Advertising (Marketing & Communications)	Searstone

Submitted by: **BMA Management**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
BRONZE	BMA E-Newsletter	Housing	Digital Publication: E-Newsletter	BMA Management

Submitted by: **B-Squared Advertising**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
GOLD	2014-2015 Marketing Campaign	Healthcare	Marketing / Advertising Campaign (Marketing & Communications)	Moorings Park
SILVER	2014-2015 Marketing Campaign	Healthcare	Marketing / Advertising Campaign (Marketing & Communications)	Moorings Park at Grey Oaks
BRONZE	Platinum Membership Direct Mail	Healthcare	Direct Mail (Marketing & Communications)	Moorings Park
BRONZE	Magazine	Healthcare	Magazine (Publications / Editorial)	Moorings Park
BRONZE	Platinum Membership Ads	Healthcare	Magazine / Newspaper Advertising (Marketing & Communications)	Moorings Park

Submitted by: **Carillon Lifecare Community**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
BRONZE	"Nearly Neighbors" Mailers and Membership Card	Community Organizations (Local/State)	Marketing / Advertising Campaign (Marketing & Communications)	Carillon Lifecare Community
BRONZE	Alzheimers Walk Handout	Community Organizations (Local/State)	Marketing / Advertising Campaign (Marketing & Communications)	Carillon Lifecare Community
MERIT	98% TIU Football Program Ad	Community Organizations (Local/State)	Magazine / Newspaper Advertising (Marketing & Communications)	Carillon Lifecare Community

Submitted by: **Christian Health Care Center**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
GOLD	Health Healing Wellness	Healthcare	Brochure / Booklet (Marketing & Communications)	Christian Health Care Center
MERIT	ChristianHealthCare.org	Healthcare	Web Site	Christian Health Care Center

Submitted by: **ClearStone Solutions**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
BRONZE	Medicare Blue Rx 2015 Enrollment Kit	Insurance	Brochure / Booklet (Marketing & Communications)	Medicare Blue Rx — A Medicare Prescription Drug Plan
MERIT	2015 Member Handbook — Information and resources about your prescription drug plan	Insurance	Brochure / Booklet (Marketing & Communications)	Medicare Blue Rx — A Medicare Prescription Drug Plan

Submitted by: **Collaborent Health**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
MERIT	Healthy Aging 2014	Media (Local/State)	Miscellaneous (Publications / Editorial)	Collaborent Health

Submitted by: **Communications Strategy Group**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
BRONZE	100 Years of Wisdom: The Perspective of Centenarians	Housing	Consumer Campaign / Special Event (Marketing & Communications)	Holiday Retirement

Submitted by: **Compassion & Choices**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
GOLD	Compassion & Choices magazine Fall 2014	Community Organizations (National)	Magazine (Publications / Editorial)	Compassion & Choices

Submitted by: **Crosby Marketing**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
SILVER	Real Estate Bubble Event	Housing	Consumer Campaign / Special Event (Marketing & Communications)	ACTS Retirement-Life Communities, Inc.
BRONZE	Financial Reasons Educational Booklet	Housing	Brochure / Booklet (Publications / Editorial)	ACTS Retirement-Life Communities, Inc.
BRONZE	Rightsizing Event	Housing	Consumer Campaign / Special Event (Marketing & Communications)	ACTS Retirement-Life Communities, Inc.

Submitted by: **Davis Harrison Dion**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
SILVER	Asbury Methodist Village--Blossoms & Buggies Open House Mailer	Housing	Direct Mail (Marketing & Communications)	Asbury Methodist Village

SILVER	Asbury Methodist Village--Smartsizing Event	Housing	Direct Mail (Marketing & Communications)	Asbury Methodist Village
SILVER	Friendship Village Guys' Night Out Craft Beer Mailer	Housing	Direct Mail (Marketing & Communications)	Friendship Village
BRONZE	Asbury Methodist Village--Coloring My Perspective	Housing	Magazine / Newspaper Advertising (Marketing & Communications)	Asbury Methodist Village
MERIT	Friendship Village Collateral Redesign	Housing	Brochure / Booklet (Marketing & Communications)	Friendship Village
MERIT	Friendship Village Get Set 4 Life Worksheet Planner	Housing	Brochure / Booklet (Marketing & Communications)	Friendship Village

Submitted by: **Discovery Senior Living**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
SILVER	Inspired Senior Living	Housing	Graphic Design (Art / Design)	Conservatory Senior Living
BRONZE	House Warming Party	Housing	Marketing / Advertising Campaign (Marketing & Communications)	Preserve at Palm Aire
BRONZE	We've Got the Lock on Senior Living	Housing	Marketing / Advertising Campaign (Marketing & Communications)	Conservatory Senior Living
MERIT	Inspired Living Brochure	Housing	Brochure / Booklet (Marketing & Communications)	Conservatory Senior Living
MERIT	Conservatory Lifestyle	Housing	Consumer Campaign / Special Event (Marketing & Communications)	Conservatory Senior Living
MERIT	Grand Opening	Housing	Consumer Campaign / Special Event (Marketing & Communications)	Preserve at Palm Aire
MERIT	Discovery University	Housing	Consumer Education Program (Education / Training Programs)	Discovery Senior Living
MERIT	Free Guest Pass	Housing	Direct Mail (Marketing & Communications)	Regency Pointe Senior Living

Submitted by: **FiftyForward**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
MERIT	July 1, 2013-June 30, 2014 Annual Report Championing Life's Prime Time Players	Community Organizations (Local/State)	Annual Report (Publications / Editorial)	FiftyForward

Submitted by: **Florence Reminder & Blade Tribune**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
MERIT	Vee-licious Musical Journey	Media (Local/State)	Article – Magazine / Newsletter / Newspaper (Publications / Editorial)	Florence Reminder & Blade Tribune

Submitted by: **Franciscan Communities**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
SILVER	Consider It Sold!	Housing	Direct Mail (Marketing & Communications)	Franciscan Communities
MERIT	"A Perfect Summer Day"	Housing	Direct Mail (Marketing & Communications)	Franciscan Communities

Submitted by: **Front Porch**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
SILVER	Kingsley Manor "Friendship Grows Deep Roots" Bounceback	Housing	Direct Mail (Marketing & Communications)	Front Porch
SILVER	Vista del Monte "This is Me" Ad Campaign	Housing	Marketing / Advertising Campaign (Marketing & Communications)	Front Porch
BRONZE	Casa de Manana Campaign	Housing	Marketing / Advertising Campaign (Marketing & Communications)	Front Porch
BRONZE	Casa de Manana "A World by the Sea" TV Spot	Housing	TV / Radio Advertising (Marketing & Communications)	Front Porch
MERIT	Carlsbad ByThe Sea "Curators, Architect and Explorers of Life" Ad Campaign	Housing	Marketing / Advertising Campaign (Marketing & Communications)	Front Porch
MERIT	Carlsbad By The Sea Surfer	Housing	Photograph (Art / Design)	Front Porch

Submitted by: **Generation Bold**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
GOLD	Generation Bold-- The Fountain of Truth	Media (National)	Miscellaneous (Publications / Editorial)	Adriane Berg, Host/Creator

Submitted by: **Grey House Publishing**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
SILVER	Older Americans Information Directory, 2014/15	Media (Local/State)	Book (Publications / Editorial)	Grey House Publishing

Submitted by: **Hahn Communications**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
BRONZE	I Wanted to Simplify My Life	Housing	Digital Publication: Blog	Hahn Communications/Morningside of Fullerton

MERIT	A New Age/Stoneridge Creek	Housing	Article – Magazine / Newsletter / Newspaper (Publications / Editorial)	Hahn Communications
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Submitted by: **Health Professions Press**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
MERIT	Caring for People with Challenging Behaviors	Healthcare	Book (Publications / Editorial)	Health Professions Press

Submitted by: **Hospice of Marion County**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
SILVER	2014 Annual Report	Healthcare	Annual Report (Publications / Editorial)	Hospice of Marion County
BRONZE	Logo/Letterhead Design	Healthcare	Logo / Letterhead Design (Art / Design)	Hospice of Marion County
MERIT	Lessons from Mother Teresa	Healthcare	Miscellaneous (Publications / Editorial)	Hospice of Marion County

Submitted by: **Hungry Eye Media for Spectrum Retirement Communities**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
GOLD	Spectrum Magazine	Housing	Magazine (Publications / Editorial)	Spectrum Retirement Communities
BRONZE	Spectrum Magazine	Housing	Digital Publication: Blog	Spectrum Retirement Communities
BRONZE	Spectrum Magazine, Winter 2014-2015	Housing	Magazine (Publications / Editorial)	Spectrum Retirement Communities

Submitted by: **Image Makers Advertising**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
MERIT	"Right Here in the Neighborhood"	Housing	TV / Radio Advertising (Marketing & Communications)	ProHealth Care Regency Senior Communities

Submitted by: **Imagination**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
GOLD	"Healing With the Help of Community"	Housing	Article – Magazine / Newsletter / Newspaper (Publications / Editorial)	be.group
GOLD	"Breaking Bread: A Bite-Sized Documentary on Food and Fellowship"	Housing	Miscellaneous (Marketing & Communications)	be.group

SILVER	be.you Senior Community Living Events	Housing	Consumer Education Program (Education / Training Programs)	be.group
BRONZE	be.magazine, Volume 4, Issue 2	Housing	Magazine (Publications / Editorial)	be.group
MERIT	MySilverAge.com	Housing	Online / Digital Resource (Mature Work & Retirement)	be.group

Submitted by: **Immersion Active**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
BRONZE	Caregiverstress.com "Interactive Home Safety Guide"	Healthcare	Web-based Resource / Tool	Home Instead Senior Care
MERIT	"Alzheimer's Reflections" Newsletter	Healthcare	Digital Publication: E-Newsletter	Home Instead Senior Care
MERIT	Caregiverstress.com "Hospitalization Risk Meter"	Healthcare	Web-based Resource / Tool	Home Instead Senior Care

Submitted by: **Judith Zausner**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
MERIT	The Creative Landscape of Aging	Miscellaneous Organization	Book (Publications / Editorial)	Judith Zausner

Submitted by: **Knox Marketing**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
GOLD	A Place to Belong	Housing	Magazine / Newspaper Advertising (Marketing & Communications)	The Village at Sr. Edward

Submitted by: **LIFE Senior Services**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
GOLD	LIFE'S Vintage Guide to Housing & Services 2014-2015	Community Organizations (Local/State)	Miscellaneous (Publications / Editorial)	LIFE Senior Services
BRONZE	LIFE'S Vintage Newsmagazine November 2014	Community Organizations (Local/State)	Magazine (Publications / Editorial)	LIFE Senior Services
MERIT	LIFE'S Vintage Newsmagazine March 2014	Community Organizations (Local/State)	Magazine (Publications / Editorial)	LIFE Senior Services
MERIT	LIFE'S Vintage Newsmagazine October 2015	Community Organizations (Local/State)	Magazine (Publications / Editorial)	LIFE Senior Services

Submitted by: **Love & Company**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
SILVER	Whitney Center- November Thanks Package	Community Organizations (Local/State)	Marketing / Advertising Campaign (Marketing & Communications)	Love & Company
SILVER	Whitney Center-- Pricing Adjustment DM	Housing	Miscellaneous (Marketing & Communications)	Love & Company
SILVER	Whitney Center-- Steak Knife 3D Mailing	Housing	Miscellaneous (Marketing & Communications)	Love & Company
MERIT	Pennswood Village Website	Housing	Web Site	Love & Company

Submitted by: **Mayo Clinic**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
GOLD	Elbow Pain	Media (National)	Article – Magazine / Newsletter / Newspaper (Publications / Editorial)	Mayo Clinic Health Letter
GOLD	August 2014 Issue	Media (National)	Newsletter / Newspaper (Publications / Editorial)	Mayo Clinic Health Letter
SILVER	Lymphedema Surgery	Media (National)	Article – Magazine / Newsletter / Newspaper (Publications / Editorial)	Mayo Clinic
SILVER	December 2014 Issue	Media (National)	Newsletter / Newspaper (Publications / Editorial)	Mayo Clinic Health Letter

Submitted by: **MBK Senior Living**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
BRONZE	A Caring Heart Ad	Housing	Magazine / Newspaper Advertising (Marketing & Communications)	MBK Senior Living
MERIT	Many Bountiful Kitchens	Housing	Book (Publications / Editorial)	MBK Senior Living

Submitted by: **Montefiore**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
MERIT	That's My Weils Ad Campaign	Housing	Magazine / Newspaper Advertising (Marketing & Communications)	The Weils

Submitted by: **n4a**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
GOLD	Brain Health: You Can Make a Difference!	Community Organizations (National)	Brochure / Booklet (Marketing & Communications)	Eldercare Locator
MERIT	National Association of Area Agencies on Aging Annual Report	Community Organizations (National)	Annual Report (Publications / Editorial)	National Association of Area Agencies on Aging

Submitted by: **National Association of Area Agencies on Aging (n4a)**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
BRONZE	Area Agencies on Aging: Local Leaders in Aging and Community Living	Community Organizations (National)	Brochure / Booklet (Marketing & Communications)	National Association of Area Agencies on Aging

Submitted by: **NavGate Technologies**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
MERIT	Care Options Family Healthcare Advisory Program	Miscellaneous Organization	Online / Digital Resource (Mature Work & Retirement)	NavGate Technologies
MERIT	Care Options Family Healthcare Advisory Program	Miscellaneous Organization	Web-based Resource / Tool	NavGate Technologies

Submitted by: **Next Avenue**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
BRONZE	NextAvenue.org	Media (National)	Web Site	Next Avenue

Submitted by: **Older Persons Action Group, Inc.**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
GOLD	Senior Voice, December 2014 Edition	Media (Local/State)	Newsletter / Newspaper (Publications / Editorial)	Older Persons Action Group, Inc.
SILVER	Senior Voice, June 2014 Edition	Media (Local/State)	Newsletter / Newspaper (Publications / Editorial)	Older Persons Action Group, Inc.
BRONZE	"Changing Lives Through Literacy" by Dianne Barske	Media (Local/State)	Article – Magazine / Newsletter / Newspaper (Publications / Editorial)	Senior Voice/Older Persons Action Group, Inc.
BRONZE	"Friends and Poles Add to the Fun" by Dianne Barske	Media (Local/State)	Article – Magazine / Newsletter / Newspaper (Publications / Editorial)	Senior Voice/Older Persons Action Group, Inc.

Submitted by: **On-Line Publishers, Inc.**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
BRONZE	b Magazine -- Fall 2014 Issue	Media (Local/State)	Magazine (Publications / Editorial)	On-Line Publishers, Inc.

Submitted by: **Pam Walton Productions**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
GOLD	TRIPTYCH: 3 Women Making Art	Media (National)	Staff / Inservice Training (Education / Training Programs)	Pam Walton Productions

Submitted by: **Park Nicollet Institute**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
SILVER	Your Care Guide for Understanding Stroke	Healthcare	Miscellaneous (Publications / Editorial)	HealthPartners
BRONZE	Anticoagulation Patient Flyer	Healthcare	Miscellaneous (Publications / Editorial)	HealthPartners

Submitted by: **Pivot Communication**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
BRONZE	FlatironsTerrace.org	Housing	Web Site	Pivot Communication

Submitted by: **Porter Novelli**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
GOLD	Medicare Open Enrollment TV Ad: Testimonials	Government	TV / Radio Advertising (Marketing & Communications)	Centers for Medicare and Medicaid Services
SILVER	Medicare Open Enrollment Print Ad: African American Market	Government	Magazine / Newspaper Advertising (Marketing & Communications)	Centers for Medicare and Medicaid Services
SILVER	Medicare National Multimedia Educational Campaign	Government	Marketing / Advertising Campaign (Marketing & Communications)	Centers for Medicare and Medicaid Services
MERIT	Medicare Open Enrollment Print Ad: General Market	Government	Magazine / Newspaper Advertising (Marketing & Communications)	Centers for Medicare and Medicaid Services
MERIT	Medicare Open Enrollment Radio Ad: You'll Never Know	Government	TV / Radio Advertising (Marketing & Communications)	Centers for Medicare and Medicaid Services
MERIT	Medicare Open Enrollment Onlilne Video: Testimonials	Government	Web-based Resource / Tool	Centers for Medicare and Medicaid Services

MERIT	Medicare Open Enrollment Onlilne Video: Testimonials 2	Government	Web-based Resource / Tool	Centers for Medicare and Medicaid Services
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Submitted by: **Presbyterian Homes --The Chimes**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
BRONZE	Pet-a-Palooza 2014 -- Photos Betty Mack -- Design Mary Buzard	Housing	Photograph (Art / Design)	The Chimes, Presbyterian Homes
MERIT	"Two Million Books--a Mere Start for Book Angels" by Allen C. Menke	Housing	Article – Magazine / Newsletter / Newspaper (Publications / Editorial)	The Chimes, Presbyterian Homes
MERIT	The Last Word -- That Dirty "C-Word" by Kack Houck	Housing	Article – Magazine / Newsletter / Newspaper (Publications / Editorial)	The Chimes, Presbyterian Homes

Submitted by: **Presbyterian Manors of Mid-America**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
SILVER	2015 Art is Ageless Calendar	Housing	Calendar (Publications / Editorial)	Presbyterian Manors of Mid-America
MERIT	Presbyterian Manors Offer Options for Care	Housing	TV / Radio Advertising (Marketing & Communications)	Presbyterian Manors of Mid-America

Submitted by: **Price Learman Branding Design**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
MERIT	The Magnolia of Millbrae "Bucket List" Ad--Wimbledon	Housing	Magazine / Newspaper Advertising (Marketing & Communications)	Magnolia of Millbrae

Submitted by: **Providence Life Services**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
BRONZE	Celebrating A Century of Care	Housing	Book (Publications / Editorial)	Providence Life Services
MERIT	Communicating More with Less	Housing	Marketing / Advertising Campaign (Marketing & Communications)	Providence Life Services
MERIT	The Providence Press	Housing	Newsletter / Newspaper (Publications / Editorial)	Providence Life Services
MERIT	I Smiles	Housing	Photograph (Art / Design)	Providence Life Services

Submitted by: **Retiring by Design**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
SILVER	Fox Hill -- Floor Plan Sampler	Housing	Brochure / Booklet (Mature Work & Retirement)	Retiring by Design
SILVER	Princeton Windows -- Summer BBQ DM	Housing	Direct Mail (Marketing & Communications)	Retiring by Design
SILVER	The Ambassador of Scarsdale--Logo Design	Housing	Logo / Letterhead Design (Art / Design)	Retiring by Design
BRONZE	The Clare -- Overview Brochure	Housing	Brochure / Booklet (Mature Work & Retirement)	Retiring by Design
BRONZE	Cristwood -- African Children's Choir DM	Housing	Direct Mail (Marketing & Communications)	Retiring by Design
MERIT	Fountainview at Gonda Westside -- Proactive Aging DM	Housing	Direct Mail (Marketing & Communications)	Retiring by Design
MERIT	Fox Hill -- Cocktails & Conversation DM	Housing	Direct Mail (Marketing & Communications)	Retiring by Design
MERIT	Fox Hill -- Open House DM	Housing	Direct Mail (Marketing & Communications)	Retiring by Design
MERIT	The Ambassador of Scarsdale -- Informational DM	Housing	Direct Mail (Marketing & Communications)	Retiring by Design
MERIT	The Clare -- Downsizing DM	Housing	Direct Mail (Marketing & Communications)	Retiring by Design
MERIT	Empower Aging--Logo Design	Housing	Logo / Letterhead Design (Art / Design)	Retiring by Design
MERIT	Taylor Community -- Website	Housing	Web Site	Retiring by Design

Submitted by: **Sage Age Strategies**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
BRONZE	Impressions Memory Care Brochure	Healthcare	Brochure / Booklet (Marketing & Communications)	Main Line Senior Care Alliance
BRONZE	LutherCare Logo	Housing	Logo / Letterhead Design (Art / Design)	LutherCare
MERIT	The Highlands at Wyomissing 2013-2014 Annual Report	Housing	Annual Report (Publications / Editorial)	The Highlands at Wyomissing
MERIT	Arbors of Hop Brook Brochure	Housing	Brochure / Booklet (Marketing & Communications)	Arbors of Hop Brook
MERIT	Pacifica Senior Living Brochure	Housing	Brochure / Booklet (Marketing & Communications)	Pacifica Senior Living

MERIT	Travone Living Logo	Housing	Logo / Letterhead Design (Art / Design)	Pathway Senior Living
MERIT	Tuscan Gardens of Venetia Bay Logo	Housing	Logo / Letterhead Design (Art / Design)	Tuscan Gardens
MERIT	Bridges by EPOCH Website	Housing	Web Site	Bridges by EPOCH
MERIT	Tuscan Gardens Website	Housing	Web Site	Tuscan Gardens

Submitted by: **SALMON Health and Retirement**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
MERIT	SalmonHealth.com Mobile Web Site	Healthcare	Mobile Resource: Mobile Web Site	SALMON Health and Retirement

Submitted by: **Senior News 50 and Better**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
SILVER	It's Never Too Late To Die Healthy	Media (Local/State)	Article – Magazine / Newsletter / Newspaper (Publications / Editorial)	Senior News 50 and Better
BRONZE	Gold from Your Garden	Media (Local/State)	Article – Magazine / Newsletter / Newspaper (Publications / Editorial)	Senior News 50 and Better
BRONZE	What's So "Golden" About These Years?	Media (Local/State)	Article – Magazine / Newsletter / Newspaper (Publications / Editorial)	Senior News 50 and Better
MERIT	Bust the Myths that Keep You from Having Fun	Media (Local/State)	Article – Magazine / Newsletter / Newspaper (Publications / Editorial)	Senior News 50 and Better
MERIT	Solo Holidays Made Happy	Media (Local/State)	Article – Magazine / Newsletter / Newspaper (Publications / Editorial)	Senior News 50 and Better

Submitted by: **Signal Hill**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
BRONZE	The Performance of Our Lives	Housing	Annual Report (Publications / Editorial)	ABHOW
MERIT	High Impact	Housing	Annual Report (Publications / Editorial)	ABHOW
MERIT	More Older Adults Opt to Stay on the Job	Housing	Article – Magazine / Newsletter / Newspaper (Publications / Editorial)	ABHOW
MERIT	The Performance of Our Lives: Social Accountability Report	Housing	Miscellaneous (Publications / Editorial)	ABHOW

Submitted by: **Society of Certified Senior Advisors**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
MERIT	Working with Older Adults Education Program	Miscellaneous Organization	Consumer Education Program (Education / Training Programs)	Society of Certified Senior Advisors

Submitted by: **StayWell**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
GOLD	MyBlue Medicare	Healthcare	Newsletter / Newspaper (Publications / Editorial)	Blue Cross Blue Shield of Michigan
SILVER	CIGNA Medicare Services	Healthcare	Newsletter / Newspaper (Publications / Editorial)	Cigna
BRONZE	Healthy Times	Healthcare	Newsletter / Newspaper (Publications / Editorial)	Blue Cross Blue Shield of Massachusetts
BRONZE	Journey2Health	Healthcare	Newsletter / Newspaper (Publications / Editorial)	OSF St. Francis Medical Center
MERIT	For Better Health	Healthcare	Newsletter / Newspaper (Publications / Editorial)	Paramount Care, Inc.
MERIT	Healthy Living	Healthcare	Newsletter / Newspaper (Publications / Editorial)	Henry Ford

Submitted by: **The Beacon Newspapers**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
SILVER	The Beacon, September 2014	Media (Local/State)	Newsletter / Newspaper (Publications / Editorial)	The Beacon Newspapers
BRONZE	He Helps (and makes) Millions	Media (Local/State)	Article – Magazine / Newsletter / Newspaper (Publications / Editorial)	The Beacon Newspapers
MERIT	A Life Forged by Fire and Friends	Media (Local/State)	Article – Magazine / Newsletter / Newspaper (Publications / Editorial)	The Beacon Newspapers
MERIT	Being Gay and Grey in Howard	Media (Local/State)	Article – Magazine / Newsletter / Newspaper (Publications / Editorial)	The Beacon Newspapers
MERIT	Farmer Recaps Fruitful Fantasy	Media (Local/State)	Article – Magazine / Newsletter / Newspaper (Publications / Editorial)	The Beacon Newspapers
MERIT	Making Aging Easier in DC	Media (Local/State)	Article – Magazine / Newsletter / Newspaper (Publications / Editorial)	The Beacon Newspapers
MERIT	One Flag with Many Meanings	Media (Local/State)	Article – Magazine / Newsletter / Newspaper (Publications / Editorial)	The Beacon Newspapers
MERIT	Sharing Black Theater's Legacy	Media (Local/State)	Article – Magazine / Newsletter / Newspaper (Publications / Editorial)	The Beacon Newspapers

Submitted by: **The Ehlers Group**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
SILVER	Victoria Landing--Signs of a Vital Life Ad Campaign	Housing	Marketing / Advertising Campaign (Marketing & Communications)	The Ehlers Group

Submitted by: **The Goodman Group**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
MERIT	FIT Functional Fitness	Housing	Logo / Letterhead Design (Art / Design)	The Goodman Group

Submitted by: **The Kendal Corporation**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
BRONZE	Residents in Kendal-Crosslands Communities Arboretum	Housing	Photograph (Art / Design)	The Kendal Corporation
MERIT	Experience Kendal: Annual Report 2014	Housing	Annual Report (Publications / Editorial)	The Kendal Corporation
MERIT	Kendal at Granville Health Center Brochure	Housing	Brochure / Booklet (Marketing & Communications)	The Kendal Corporation

Submitted by: **Tufts Health Plan Medicare Preferred**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
SILVER	2015 Wellness Guide	Healthcare	Magazine (Publications / Editorial)	Tufts Health Plan Medicare Preferred

Submitted by: **UCare**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
BRONZE	We Are UCare 2013 Report to the Community	Insurance	Annual Report (Publications / Editorial)	UCare

Submitted by: **United Methodist Homes**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
SILVER	10 Things Family Members Really Want to Know About Assisted Living	Housing	Web-based Resource / Tool	United Methodist Homes
MERIT	Making Sense of Veterans Aid & Attendance Pension	Housing	Online / Digital Resource (Mature Work & Retirement)	United Methodist Homes

MERIT	Website -- www.umh.org	Housing	Web Site	United Methodist Homes
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Submitted by: **United Methodist Homes of New Jersey**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
BRONZE	Connections, Associate and Volunteer News, Autumn 2014	Housing	Newsletter / Newspaper (Publications / Editorial)	United Methodist Homes of New Jersey
MERIT	Abundant Life-- Annual Report 2014	Housing	Annual Report (Publications / Editorial)	United Methodist Homes of New Jersey

Submitted by: **UnitedHealthcare**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
BRONZE	One Time EFT Payment DM Kit	Insurance	Direct Mail (Marketing & Communications)	UnitedHealthcare Medicare & Retirement/Insurance Solutions
BRONZE	Summer Empowerment DM Kit	Insurance	Direct Mail (Marketing & Communications)	United Healthcare

Submitted by: **UnitedHealthcare Medicare & Retirement/Insurance Solutions**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
GOLD	Spanish Dancers DRTV	Healthcare	Advertising — Print / Radio / TV (Mature Work & Retirement)	UnitedHealthcare Medicare & Retirement/Insurance Solutions
GOLD	"A Better You": (3) Flyer Series, "The Gatekeeper" video & Event Microsite	Healthcare	Marketing / Advertising Campaign (Marketing & Communications)	UnitedHealthcare Medicare & Retirement/Insurance Solutions
SILVER	Get the Ball Rolling DRTV	Healthcare	Advertising — Print / Radio / TV (Mature Work & Retirement)	UnitedHealthcare Medicare & Retirement/Insurance Solutions
SILVER	Inquiry Redesignated Kits (4 Efforts)	Healthcare	Marketing / Advertising Campaign (Marketing & Communications)	UnitedHealthcare Medicare & Retirement/Insurance Solutions
BRONZE	Not 65 DRTV	Healthcare	Advertising — Print / Radio / TV (Mature Work & Retirement)	UnitedHealthcare Medicare & Retirement/Insurance Solutions
BRONZE	65+ Self Mailer Series (5 Efforts)	Healthcare	Marketing / Advertising Campaign (Marketing & Communications)	UnitedHealthcare Medicare & Retirement/Insurance Solutions
BRONZE	Plena Vida Hispanic Seminar Event Print Ads, Recipe Cards & Online Banner Ads	Healthcare	Marketing / Advertising Campaign (Marketing & Communications)	UnitedHealthcare Medicare & Retirement/Insurance Solutions
BRONZE	Internal Acquisition Member Email	Healthcare	Miscellaneous (Marketing & Communications)	UnitedHealthcare Medicare & Retirement/Insurance Solutions
BRONZE	Non Converted Leads Email	Healthcare	Miscellaneous (Marketing & Communications)	UnitedHealthcare Medicare & Retirement/Insurance Solutions
MERIT	Medicare at a Glance Self Mailer & Digital Education Piece	Healthcare	Direct Mail (Marketing & Communications)	UnitedHealthcare Medicare & Retirement/Insurance Solutions

MERIT	4Q AARP Medicare Supplement Release--Basics of Medicare Infographic and Defining Your Costs Educational Video	Healthcare	Marketing / Advertising Campaign (Marketing & Communications)	UnitedHealthcare Medicare & Retirement/Insurance Solutions
MERIT	eInquiry NTM T65 Discount Emails (4 Efforts) & Microsite	Healthcare	Marketing / Advertising Campaign (Marketing & Communications)	UnitedHealthcare Medicare & Retirement/Insurance Solutions
MERIT	Engagement Emails (5 Efforts)	Healthcare	Marketing / Advertising Campaign (Marketing & Communications)	UnitedHealthcare Medicare & Retirement/Insurance Solutions
MERIT	Inquiry Self Mailers (3 Efforts)	Healthcare	Marketing / Advertising Campaign (Marketing & Communications)	UnitedHealthcare Medicare & Retirement/Insurance Solutions

Submitted by: **Upside Collective**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
BRONZE	At A Glance 2015-- Retiree	Government	Newsletter / Newspaper (Publications / Editorial)	NYS Dept of Civil Service, Employee Benefits Division

Submitted by: **VFW**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
SILVER	2014 Annual Report	Community Organizations (National)	Annual Report (Publications / Editorial)	VFW Magazine
SILVER	America's Most Highly Decorated Heroes	Community Organizations (National)	Brochure / Booklet (Publications / Editorial)	VFW Magazine
BRONZE	Battle-Tested Actors	Community Organizations (National)	Article – Magazine / Newsletter / Newspaper (Publications / Editorial)	VFW Magazine
BRONZE	Busting Myths About the Vietnam War One Classroom at a Time	Community Organizations (National)	Article – Magazine / Newsletter / Newspaper (Publications / Editorial)	VFW Magazine
BRONZE	Immense Burden on a Few Families	Community Organizations (National)	Article – Magazine / Newsletter / Newspaper (Publications / Editorial)	VFW Magazine
MERIT	Overcoming the Odds: Severely Disabled Vets of Afghanistan	Community Organizations (National)	Article – Magazine / Newsletter / Newspaper (Publications / Editorial)	VFW Magazine
MERIT	World War II Vets Stood Out in Sports and War Alike	Community Organizations (National)	Article – Magazine / Newsletter / Newspaper (Publications / Editorial)	VFW Magazine

Submitted by: **VHA Center for Health Promotion/Disease Prevention**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
MERIT	On A Bike on a Mission: Overcoming Devastating Injury with VA Care	Government	Article – Magazine / Newsletter / Newspaper (Publications / Editorial)	VHA Center for Health Promotion/Disease Prevention

Submitted by: **Walker Marketing**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
MERIT	Pisgah Valley Retirement Community Independent Living Brochure	Housing	Brochure / Booklet (Marketing & Communications)	Walker Marketing
MERIT	Grace Ridge Retirement Community Good Moods Marketing Campaign	Housing	Marketing / Advertising Campaign (Marketing & Communications)	Walker Marketing

Submitted by: **Watermark Retirement Communities**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
BRONZE	Expressions 2015 Calendar	Housing	Calendar (Publications / Editorial)	Watermark Retirement Communities
MERIT	Memory Care Brochure	Housing	Brochure / Booklet (Marketing & Communications)	The Fountains at Canterbury

Submitted by: **Wax Custom Communications**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
BRONZE	Active Outlook (Premier Issue 2015)	Healthcare	Newsletter / Newspaper (Publications / Editorial)	Humana
BRONZE	Aspire Magazine (Summer 2014)	Healthcare	Newsletter / Newspaper (Publications / Editorial)	AvMed
MERIT	Today (Winter 2014)	Healthcare	Newsletter / Newspaper (Publications / Editorial)	CarePlus Health Plans, Inc.

Submitted by: **Western Home Communities**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
GOLD	WHC-TV Season One	Housing	Calendar (Publications / Editorial)	Western Home Communities

Submitted by: **Westminster Communities of Florida**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
SILVER	Announcing Bay Breeze	Housing	Marketing / Advertising Campaign (Marketing & Communications)	Westminster Shores
BRONZE	The Sky is the Limit	Housing	Marketing / Advertising Campaign (Marketing & Communications)	Westminster Towers

Submitted by: **Willow Valley Communities**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
GOLD	Renaissance-- Summer 2014	Housing	Brochure / Booklet (Publications / Editorial)	Willow Valley Communities
BRONZE	Willow -- Sumer/Fall 2014	Housing	Magazine (Publications / Editorial)	Willow Valley Communities
BRONZE	Local Table Brochure	Housing	Miscellaneous (Marketing & Communications)	Willow Valley Communities
MERIT	Supportive Living Brochure	Housing	Brochure / Booklet (Marketing & Communications)	Willow Valley Communities
MERIT	Experiential Events Catalog	Housing	Brochure / Booklet (Mature Work & Retirement)	Willow Valley Communities
MERIT	Willow Valley Communities Website	Housing	Web Site	Willow Valley Communities

Submitted by: **Wirthwein Marketing**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
MERIT	Roland Park "Smart Choice" Campaign	Housing	Marketing / Advertising Campaign (Marketing & Communications)	Wirthwein Marketing
MERIT	Village On The Isle "Why Village On The Isle?" Campaign	Housing	Marketing / Advertising Campaign (Marketing & Communications)	Wirthwein Marketing
MERIT	Woodland Pond "Why Woodland Pond?" Campaign	Housing	Marketing / Advertising Campaign (Marketing & Communications)	Wirthwein Marketing

Submitted by: **Women's Institute for a Secure Retirement**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
MERIT	Financial Steps for Caregivers: What You Need to Know About Protecting Your Money and Retirement	Community Organizations (National)	Brochure / Booklet (Marketing & Communications)	Women's Institute for a Secure Retirement

Submitted by: **YMCA of Florida's First Coast**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
BRONZE	Onboarding Brochure	Community Organizations (Local/State)	Brochure / Booklet (Marketing & Communications)	YMCA of Florida's First Coast