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For Immediate Release

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2015 National Awards Honor Best of Mature Market Media

The 24th annual *National Mature Media Awards*SM recently honored the nation's best marketing, communications, educational materials, and programs produced for older adults.

The awards program, presented by the Mature Market Resource CenterSM, a national clearinghouse for the senior market, is the largest program of its kind. The awards were created to annually recognize the best materials produced for those who are 50 and older, the nation's fastest-growing population group.

Gold, Silver, Bronze and Merit certificates were awarded in 36 categories. Categories included marketing communications, publications/editorial, educational/training programs, mature work & retirement and art/design. Entries included brochures, newsletters, magazine and newspaper articles, web-based and mobile resources, radio and television advertising, books, and annual reports.

The winners were selected by a distinguished panel of judges from across the United States, which represent years of expertise working in the mature market. (Editor's Note: A list of this year's judges is available at seniorawards.com/2015winners.)

All Gold Award recipients, which represent the top five percent of all entries, were reviewed by a special panel of judges for the 2015 Best of Show Awards. This year's Best of Show winners are *Spectrum Magazine* submitted by Hungry Eye Media for Spectrum Retirement Communities, *Your Brain* submitted by AARP Books, *The Commons in Lincoln Collateral* submitted by Bluespire Senior Living, and *New Rules for End of Life Care—Barbara Karnes, RN* submitted by Jacqueline Karnes Books, Inc.

The 25th annual National Mature Media Awards—for materials published or produced during the 2015 calendar year—will be held in the spring of 2016. For entry or sponsorship information, please contact Patricia Henze at info@seniorawards.com.

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