



# WINNERS

# 2016

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

Submitted by: **AARP**

<b><u>AWARD</u></b>	<b><u>ENTRY TITLE</u></b>	<b><u>DIVISION</u></b>	<b><u>CATEGORY</u></b>	<b><u>CREDIT ON CERTIFICATE</u></b>
GOLD	The Last Boomers	Media (National)	Graphic Design (Art / Design)	AARP
GOLD	AARP The Magazine Beauty and Style App	Media (National)	Mobile Resource: Mobile Application	AARP
GOLD	AARP The Magazine June/July Tablet Issue	Media (National)	Mobile Resource: Mobile Application	AARP
SILVER	Risky Pension Bets	Media (National)	Graphic Design (Art / Design)	AARP
SILVER	The Value of Older Workers	Media (National)	Graphic Design (Art / Design)	AARP
SILVER	You're Not Too Old For That! Bernard Hopkins	Media (National)	Photograph (Art / Design)	AARP
BRONZE	A Decade In The War That Changed Everything	Media (National)	Graphic Design (Art / Design)	AARP
BRONZE	Where's the War On Alzheimer's?	Media (National)	Graphic Design (Art / Design)	AARP
BRONZE	A Day in the Life of the American Caregiver	Media (National)	Photograph (Art / Design)	AARP
BRONZE	Diane Keaton Cover, December 2015	Media (National)	Photograph (Art / Design)	AARP
BRONZE	Kevin Costner: The Joy of the Struggle	Media (National)	Photograph (Art / Design)	AARP
BRONZE	Personal Best Opener: Danny Trejo	Media (National)	Photograph (Art / Design)	AARP
BRONZE	The Healing Power of Music	Media (National)	Photograph (Art / Design)	AARP
BRONZE	The Power of Touch	Media (National)	Photograph (Art / Design)	AARP
BRONZE	Tom Selleck Cover, October/November 2015	Media (National)	Photograph (Art / Design)	AARP
BRONZE	You're Not Too Old For That! Opener	Media (National)	Photograph (Art / Design)	AARP
MERIT	The AARP Innovation Fund	Community Organizations (National)	Article – Magazine / Newsletter / Newspaper (Publications / Editorial)	AARP — Rich Hansen
MERIT	Now Is the Perfect Time to Think About What's Next in Your Life	Community Organizations (National)	Digital Publication: Blog	AARP
MERIT	10 Mysteries of the Human Body Explained	Media (National)	Graphic Design (Art / Design)	AARP

MERIT	99 Great Ways To Save Cover, June 2015	Media (National)	Graphic Design (Art / Design)	AARP
MERIT	Summer Survival Guide	Media (National)	Graphic Design (Art / Design)	AARP
MERIT	The Stranger In Your Home	Media (National)	Graphic Design (Art / Design)	AARP
MERIT	Your Guide to Financial Resilience Cover, April 2015	Media (National)	Graphic Design (Art / Design)	AARP
MERIT	The Longevity Economy The Good News About the Aging of America	Community Organizations (National)	Miscellaneous (Publications / Editorial)	AARP — Rich Hansen
MERIT	Personal Best Opener: Art Nails	Media (National)	Photograph (Art / Design)	AARP
MERIT	Personal Best Opener: Irving Fields	Media (National)	Photograph (Art / Design)	AARP
MERIT	Personal Best Opener: James Pickens	Media (National)	Photograph (Art / Design)	AARP
MERIT	Robin Roberts Cover, April/May 2015	Media (National)	Photograph (Art / Design)	AARP
MERIT	Sanity and Grace	Media (National)	Photograph (Art / Design)	AARP
MERIT	Tech 2015: Valerie Bertinelli	Media (National)	Photograph (Art / Design)	AARP
MERIT	The Paradox of Prayer	Media (National)	Photograph (Art / Design)	AARP
MERIT	Upfront Opener: Sammy Hagar	Media (National)	Photograph (Art / Design)	AARP

*Submitted by:* **AARP Books**

<b><u>AWARD</u></b>	<b><u>ENTRY TITLE</u></b>	<b><u>DIVISION</u></b>	<b><u>CATEGORY</u></b>	<b><u>CREDIT ON CERTIFICATE</u></b>
BRONZE	Checklist for Family Caregivers	Community Organizations (National)	Book (Publications / Editorial)	AARP Books
BRONZE	Checklist for My Family	Community Organizations (National)	Book (Publications / Editorial)	AARP Books
BRONZE	Downsizing the Family Home	Community Organizations (National)	Book (Publications / Editorial)	AARP Books
BRONZE	Juggling Life, Work & Caregiving	Community Organizations (National)	Book (Publications / Editorial)	AARP Books
BRONZE	Medicare for Dummies	Community Organizations (National)	Book (Publications / Editorial)	AARP Books
BRONZE	My Digital Photography for Seniors	Community Organizations (National)	Book (Publications / Editorial)	AARP Books

*Submitted by:* **AARP The Magazine**

<b><u>AWARD</u></b>	<b><u>ENTRY TITLE</u></b>	<b><u>DIVISION</u></b>	<b><u>CATEGORY</u></b>	<b><u>CREDIT ON CERTIFICATE</u></b>
GOLD	A Day in the Life of An American Caregiver	Media (National)	Article – Magazine / Newsletter / Newspaper (Publications / Editorial)	AARP The Magazine
GOLD	Caregiving in America 2015	Media (National)	Article – Magazine / Newsletter / Newspaper (Publications / Editorial)	AARP Bulletin
GOLD	Celebrating Social Security	Media (National)	Article – Magazine / Newsletter / Newspaper (Publications / Editorial)	AARP Bulletin
GOLD	Our Dog Years	Media (National)	Article – Magazine / Newsletter / Newspaper (Publications / Editorial)	AARP The Magazine
GOLD	Outrage!	Media (National)	Article – Magazine / Newsletter / Newspaper (Publications / Editorial)	AARP Bulletin
GOLD	The Healing Power of Music	Media (National)	Article – Magazine / Newsletter / Newspaper (Publications / Editorial)	AARP Bulletin
GOLD	The Value of Older Workers	Media (National)	Article – Magazine / Newsletter / Newspaper (Publications / Editorial)	AARP Bulletin
GOLD	Where's The War on Alzheimer's?	Media (National)	Article – Magazine / Newsletter / Newspaper (Publications / Editorial)	AARP Bulletin
GOLD	You're Not Too Old For That	Media (National)	Article – Magazine / Newsletter / Newspaper (Publications / Editorial)	AARP The Magazine
SILVER	Are You Real?	Media (National)	Article – Magazine / Newsletter / Newspaper (Publications / Editorial)	AARP The Magazine
SILVER	Bob Dylan Does the American Songbook His Way	Media (National)	Article – Magazine / Newsletter / Newspaper (Publications / Editorial)	AARP The Magazine
SILVER	The Long Shadow of PTSD	Media (National)	Article – Magazine / Newsletter / Newspaper (Publications / Editorial)	AARP Bulletin
BRONZE	Your Guide to Financial Resilience	Media (National)	Article – Magazine / Newsletter / Newspaper (Publications / Editorial)	AARP Bulletin
MERIT	AARP The Magazine	Media (National)	Magazine (Publications / Editorial)	AARP The Magazine

*Submitted by:* **Age Safe America / Household Guardians**

<b><u>AWARD</u></b>	<b><u>ENTRY TITLE</u></b>	<b><u>DIVISION</u></b>	<b><u>CATEGORY</u></b>	<b><u>CREDIT ON CERTIFICATE</u></b>
MERIT	Grace and Grit: Insights to Real Life Challenges of Aging for Adult Children and their Parents	Miscellaneous Organization	Book (Publications / Editorial)	Age Safe America / Household Guardians

Submitted by: **American Custom Publishing Corporation**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
MERIT	UPMC for Life Medicare Member Calendar & Stickers	Healthcare	Calendar (Publications / Editorial)	ACP, Inc.

Submitted by: **American Specialty Health**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
SILVER	Silver&Fit YouTube Page	Insurance	Social Media: YouTube	American Specialty Health
BRONZE	HealthStar! Logo	Insurance	Logo / Letterhead Design (Art / Design)	American Specialty Health
BRONZE	Silver&Fit Website	Insurance	Web Site	American Specialty Health
MERIT	Silver&Fit Facebook Page	Insurance	Social Media: Facebook	American Specialty Health
MERIT	Silver&Fit Pinterest Board	Insurance	Social Media: Pinterest	American Specialty Health

Submitted by: **American Standard**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
MERIT	www.AmericanStandardBath.com Microsite	Miscellaneous Organization	Miscellaneous (Marketing & Communications)	American Standard

Submitted by: **Anstey Hodge Senior**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
SILVER	Tel Hai Life: The Big Splash Issue	Housing	Magazine (Publications / Editorial)	Tel Hai Retirement Community
SILVER	Tel Hai Magazine: Lifelong Learning Issue	Housing	Magazine (Publications / Editorial)	Tel Hai Retirement Community
SILVER	"Where I Live" Campaign	Housing	Marketing / Advertising Campaign (Marketing & Communications)	Brandon Oaks
MERIT	"Where I Live" Patti Hamilton TV Spot	Housing	Advertising — Print / Radio / TV (Mature Work & Retirement)	Brandon Oaks
MERIT	Apartment Incentive Brochure	Housing	Brochure / Booklet (Marketing & Communications)	Kirby Pines
MERIT	Fall Festival Direct Mail	Housing	Direct Mail (Marketing & Communications)	Bristol Glen

MERIT	The Ripple Effect Editorial Spread	Housing	Miscellaneous (Publications / Editorial)	Tel Hai Retirement Community
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*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	Sensitivity with all Generations (SWAG)	Community Organizations (Local/State)	Online / Digital Resource (Home & Community Based Programs)	Area Agency on Aging, Region One
MERIT	Elder Resource Guide (Guia de Recursos para Personas Maipies)	Community Organizations (Local/State)	Book (Publications / Editorial)	Area Agency on Aging, Region One

*Submitted by:* **Arthritis Foundation -- Arthritis Today**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
GOLD	Fighting Fatigue	Community Organizations (National)	Article – Magazine / Newsletter / Newspaper (Publications / Editorial)	Arthritis Foundation -- Arthritis Today
GOLD	The Science of Exercise	Community Organizations (National)	Article – Magazine / Newsletter / Newspaper (Publications / Editorial)	Arthritis Foundation -- Arthritis Today
BRONZE	New Knee, New Hip, New Start	Community Organizations (National)	Article – Magazine / Newsletter / Newspaper (Publications / Editorial)	Arthritis Foundation -- Arthritis Today

*Submitted by:* **Atlantic Shores Retirement Community**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
SILVER	AtlanticShoresLiving.com Website	Housing	Web Site	Atlantic Shores Retirement Community
BRONZE	Atlantic Shores Retirement Community WHRO TV Commercial Series	Housing	TV / Radio Advertising (Marketing & Communications)	Atlantic Shores Retirement Community

*Submitted by:* **Belmont Village Senior Living**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
GOLD	American Heroes: Portraits of Service	Housing	Calendar (Publications / Editorial)	Belmont Village Senior Living
GOLD	Voices of Belmont	Housing	Magazine / Newspaper Advertising (Marketing & Communications)	Belmont Village Senior Living

*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 Village at Penn State Summer Direct Mail	Community Organizations (Local/State)	Direct Mail (Marketing & Communications)	The Village at Penn State

GOLD	The Evergreens Campaign	Housing	Marketing / Advertising Campaign (Marketing & Communications)	The Evergreens
SILVER	The Cottages at The Commons Collateral	Community Organizations (Local/State)	Brochure / Booklet (Marketing & Communications)	The Commons in Lincoln
SILVER	The Stayton Collateral	Community Organizations (Local/State)	Brochure / Booklet (Marketing & Communications)	The Stayton
SILVER	Edgemere Read Between the Wines Invite	Community Organizations (Local/State)	Direct Mail (Marketing & Communications)	Edgemere
SILVER	Only at Edgemere Direct Mail	Community Organizations (Local/State)	Direct Mail (Marketing & Communications)	Edgemere
SILVER	Sterling Estates of East Cobb Mobile Website	Community Organizations (Local/State)	Mobile Resource: Mobile Web Site	Sterling Estates of East Cobb
SILVER	Covenant Retirement Communities Sales Portal	Community Organizations (National)	Web-based Resource / Tool	Covenant Retirement Communities
BRONZE	Panorama Collateral	Community Organizations (Local/State)	Brochure / Booklet (Marketing & Communications)	Panorama
BRONZE	Lutheran Village at Miller's Grant Discovery Luncheon Invite	Community Organizations (Local/State)	Direct Mail (Marketing & Communications)	Lutheran Village at Miller's Grant
BRONZE	Off Lake Bistro Logo	Community Organizations (Local/State)	Logo / Letterhead Design (Art / Design)	MonteCedro
BRONZE	Benchmark Senior Living Lifetime Rate Promise Ad	Community Organizations (Local/State)	Magazine / Newspaper Advertising (Marketing & Communications)	Benchmark Senior Living
BRONZE	Benchmark Moment Campaign	Community Organizations (Local/State)	Marketing / Advertising Campaign (Marketing & Communications)	Benchmark Senior Living
BRONZE	Ecumen Lakeshore Website	Community Organizations (Local/State)	Web Site	Ecumen Lakeshore
MERIT	Community Brochure	Community Organizations (Local/State)	Brochure / Booklet (Marketing & Communications)	Covenant Retirement Communities
MERIT	The Hearth at Drexel Collateral	Community Organizations (Local/State)	Brochure / Booklet (Marketing & Communications)	The Hearth at Drexel
MERIT	Sneak Peek Celebration	Community Organizations (Local/State)	Consumer Campaign / Special Event (Marketing & Communications)	Hillside Village at Keene
MERIT	The Flavors of Summer Festival Event	Community Organizations (Local/State)	Consumer Campaign / Special Event (Marketing & Communications)	The Hearth at Drexel
MERIT	MonteCedro Creative Living Direct Mail	Community Organizations (Local/State)	Direct Mail (Marketing & Communications)	MonteCedro
MERIT	Querencia Collateral	Community Organizations (Local/State)	Graphic Design (Art / Design)	Querencia
MERIT	Clark's Studio Logo	Community Organizations (Local/State)	Logo / Letterhead Design (Art / Design)	MonteCedro
MERIT	Eaton Theater Logo	Housing	Logo / Letterhead Design (Art / Design)	MonteCedro

MERIT	Hillside Village at Keene Logo	Community Organizations (Local/State)	Logo / Letterhead Design (Art / Design)	Hillside Village at Keene
MERIT	Marcell's Logo	Housing	Logo / Letterhead Design (Art / Design)	MonteCedro
MERIT	We Generation Magazine	Community Organizations (Local/State)	Magazine (Publications / Editorial)	Covenant Retirement Communities
MERIT	There's More Happening Here Ad	Community Organizations (Local/State)	Magazine / Newspaper Advertising (Marketing & Communications)	The Stayton
MERIT	Ecumen Parmlly LifePointes Mobile Website	Community Organizations (Local/State)	Mobile Resource: Mobile Web Site	Ecumen Parmlly LifePointes
MERIT	The Estates at Carpenters Mobile Website	Community Organizations (Local/State)	Mobile Resource: Mobile Web Site	The Estates at Carpenters
MERIT	Westminster Canterbury on Chesapeake Bay Website	Community Organizations (Local/State)	Web Site	Westminster Canterbury on Chesapeake Bay

*Submitted by:* **Carillon Retirement Community**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
BRONZE	Carillion 40 Year Anniversary 40 Reasons Campaign	Community Organizations (Local/State)	Consumer Campaign / Special Event (Marketing & Communications)	Carillon Retirement 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>
MERIT	Building On A Legacy	Healthcare	Annual Report (Publications / Editorial)	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	How Medicare Works	Healthcare	Brochure / Booklet (Marketing & Communications)	Medicare Blue Rx

*Submitted by:* **Commonwealth Partnerships**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
SILVER	An Unlikely Story of Friendship at a Senior Living Community	Housing	Article – Magazine / Newsletter / Newspaper (Publications / Editorial)	Commonwealth Assisted Living
BRONZE	Honoring the Heroes Among Us	Housing	Consumer Campaign / Special Event (Marketing & Communications)	Commonwealth Assisted Living



*Submitted by:* **Compassion & Choices**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
BRONZE	Compassion & Choices Magazine Fall 2015	Community Organizations (National)	Magazine (Publications / Editorial)	Compassion & Choices
MERIT	Your Life Your Priorities	Community Organizations (National)	Brochure / Booklet (Marketing & Communications)	Compassion & Choices

*Submitted by:* **Council on Aging of West Florida**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
BRONZE	Coming of Age Magazine — 10th Anniversary Edition	Community Organizations (Local/State)	Magazine (Publications / Editorial)	Council on Aging of West Florida
MERIT	2015 Rat Pack Reunion Sponsorship Packet	Community Organizations (Local/State)	Miscellaneous (Marketing & Communications)	Council on Aging of West Florida

*Submitted by:* **Davis Harrison Dion**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
GOLD	Friendship Village Elvis Tribute Mailer	Housing	Direct Mail (Marketing & Communications)	Friendship Village of Schaumburg
SILVER	Friendship Village Gone With the Wind Mailer	Housing	Direct Mail (Marketing & Communications)	Friendship Village of Schaumburg
BRONZE	Friendship Village Weather the Winter Campaign	Housing	Marketing / Advertising Campaign (Marketing & Communications)	Friendship Village of Schaumburg
BRONZE	Asbury Methodist Village Collateral Redesign	Housing	Miscellaneous (Marketing & Communications)	Asbury Methodist Village
MERIT	Jacqueline Bouvier Kennedy Event	Housing	Brochure / Booklet (Marketing & Communications)	Asbury Methodist Village
MERIT	Friendship Village: 60 Shivering Pines Radio Spot	Housing	TV / Radio Advertising (Marketing & Communications)	Friendship Village of Schaumburg

*Submitted by:* **Delphi Digital Inc.**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
BRONZE	Digital Lifecloud	Miscellaneous Organization	Online / Digital Resource (Health Promotion & Wellness)	Delphi Digital Inc.

Submitted by: **Doggett**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
MERIT	Rock Star	Housing	Magazine / Newspaper Advertising (Marketing & Communications)	The Cypress of Charlotte
MERIT	The Celebration	Housing	Photograph (Art / Design)	The Cypress of Hilton Head
MERIT	The Fireside	Housing	Photograph (Art / Design)	The Cypress of Hilton Head
MERIT	The Getaway	Housing	Photograph (Art / Design)	The Cypress of Hilton Head
MERIT	The Sing-Along	Housing	Photograph (Art / Design)	The Cypress of Hilton Head
MERIT	The Cypress Social	Housing	Social Media: Facebook	The Cypress of Charlotte

Submitted by: **Emmi**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
BRONZE	Medicare Annual Wellness Visit Emmi Program	Healthcare	Online / Digital Resource (Health Promotion & Wellness)	Emmi

Submitted by: **Freedom Village**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
BRONZE	Reader's Choice Award Postcard	Housing	Direct Mail (Marketing & Communications)	The Village

Submitted by: **Front Porch**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
SILVER	Facebook — This is your Life (in 6 words) Story Contest	Housing	Social Media: Facebook	Front Porch

Submitted by: **Hahn Communications**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
GOLD	The Beauty Queen	Housing	Article – Magazine / Newsletter / Newspaper (Publications / Editorial)	Morningside of Fullerton
MERIT	Forming Friendly Relations	Housing	Article – Magazine / Newsletter / Newspaper (Publications / Editorial)	University Village Thousand Oaks

*Submitted by:* **Harbor Retirement Associates**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
SILVER	Regency Park Brochure	Housing	Brochure / Booklet (Marketing & Communications)	Harbor Retirement Associates
SILVER	HarborChase Logo	Housing	Logo / Letterhead Design (Art / Design)	Harbor Retirement Associates
MERIT	HarborChase Brochure	Housing	Brochure / Booklet (Marketing & Communications)	Harbor Retirement Associates
MERIT	HRA Logo	Housing	Logo / Letterhead Design (Art / Design)	Harbor Retirement Associates

*Submitted by:* **Headcan Health Education Media**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
SILVER	My Treatment Journey With Cancer	Healthcare	Brochure / Booklet (Health Promotion & Wellness)	Novartis

*Submitted by:* **Health Net Access, Inc.**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
MERIT	Alcohol and Other Drugs Provider Tool Kit	Healthcare	Brochure / Booklet (Health Promotion & Wellness)	Health Net Access, Inc.

*Submitted by:* **Hoffman Summer Wood Community**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
BRONZE	Moments of Our Lives	Housing	Social Media: YouTube	Hoffman Summer Wood Community

*Submitted by:* **Home Instead Senior Care**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
GOLD	Signs Campaign	Healthcare	Marketing / Advertising Campaign (Marketing & Communications)	Home Instead Senior Care

*Submitted by:* **Hospice of Marion County**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
MERIT	Transitions	Healthcare	Total Caregiving Program (Caregiving)	Hospice of Marion County

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

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
SILVER	Spectrum Magazine: This Feels Like Home	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>
BRONZE	"Spend the Night Together"	Housing	TV / Radio Advertising (Marketing & Communications)	Pro Health 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>
SILVER	be.magazine	Housing	Magazine (Publications / Editorial)	be.group
SILVER	be.group's Integrated Marketing Program	Housing	Marketing / Advertising Campaign (Marketing & Communications)	be.group
MERIT	thebegroup.org	Housing	Web Site	be.group

*Submitted by:* **Immersion Active**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
SILVER	Simple Meds	Healthcare	Web Site	Immersion Active
MERIT	Alzheimer's Friendly Business Online Training	Healthcare	Online / Digital Resource (Mature Work & Retirement)	Immersion Active

*Submitted by:* **Independent Living Systems**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
BRONZE	Care Delectables brochure	Healthcare	Brochure / Booklet (Home & Community Based Programs)	Independent Living Systems

*Submitted by:* **IVY Marketing Group, Inc.**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
SILVER	A New Perspective: Friendship Senior Options Annual Report	Housing	Annual Report (Publications / Editorial)	Friendship Senior Options

*Submitted by:* **Jewish Council for the Aging**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
BRONZE	Street Smart Senior Focused Pedestrian Safety Program	Community Organizations (Local/State)	Marketing / Advertising Campaign (Marketing & Communications)	Jewish Council for the Aging

*Submitted by:* **Kathleen's Logan's Life Skills**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
BRONZE	Women's Wisdom: Pass It On!	Miscellaneous Organization	Book (Publications / Editorial)	Kathleen Vestal Logan

*Submitted by:* **Knox Marketing, Inc.**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
MERIT	A Place To Belong	Housing	Brochure / Booklet (Marketing & Communications)	The Village at St. Edward

*Submitted by:* **LIFE ElderCare**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
BRONZE	Creating a Healthcare Practice Welcoming to LGBT Seniors	Community Organizations (Local/State)	Web-based Resource / Tool	Lavender Seniors of the East Bay / a project of LIFE ElderCare

*Submitted by:* **LIFE Senior Services**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
SILVER	Caregiver Statistics Infographic	Community Organizations (Local/State)	Graphic Design (Art / Design)	LIFE Senior Services
MERIT	LIFE's Vintage Newsmagazine — July 2015 Edition	Community Organizations (Local/State)	Magazine (Publications / Editorial)	LIFE Senior Services

*Submitted by:* **Living @ Sun City Carolina Lakes**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
MERIT	Harry The Potter	Community Organizations (Local/State)	Article – Magazine / Newsletter / Newspaper (Publications / Editorial)	Living @ Sun City Carolina Lakes

Submitted by: **Lutheran Homes of Oshkosh**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
BRONZE	Cycling Program Takes Seniors Back To Their Youth	Housing	Article – Magazine / Newsletter / Newspaper (Publications / Editorial)	Milwaukee Journal Sentinel by: Meg Jones

Submitted by: **Maple Knoll Communities, Inc.**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
MERIT	Composing Our Future: Maple Knoll Communities 2016 Annual Report	Healthcare	Annual Report (Publications / Editorial)	Maple Knoll Communities, Inc.

Submitted by: **Marketing 2 Seniors**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
MERIT	Your Senior Housing Options	Miscellaneous Organization	Book (Publications / Editorial)	Marketing 2 Seniors

Submitted by: **Mather LifeWays**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
BRONZE	Your Life Your Way Brochure	Housing	Brochure / Booklet (Marketing & Communications)	Mather Place of Wilmette
BRONZE	More at Mather's	Community Organizations (Local/State)	Direct Mail (Marketing & Communications)	Mather's-- More Than a Café
BRONZE	Volunteering Special Event	Housing	Direct Mail (Marketing & Communications)	Splendido
MERIT	Ways to Age Well	Housing	Brochure / Booklet (Marketing & Communications)	Mather LifeWays
MERIT	Aging Well— Downsizing	Housing	Magazine / Newspaper Advertising (Marketing & Communications)	Splendido
MERIT	Alma "Mather" Alumni Magazine & BRC	Housing	Magazine / Newspaper Advertising (Marketing & Communications)	The Mather
MERIT	Boost Your Happiness	Housing	Miscellaneous (Marketing & Communications)	Mather LifeWays
MERIT	M Employee Newsletter — July 2015	Housing	Miscellaneous (Marketing & Communications)	Mather LifeWays

Submitted by: **Mayo Clinic**

<b><u>AWARD</u></b>	<b><u>ENTRY TITLE</u></b>	<b><u>DIVISION</u></b>	<b><u>CATEGORY</u></b>	<b><u>CREDIT ON CERTIFICATE</u></b>
SILVER	Central Sensitization	Media (National)	Article – Magazine / Newsletter / Newspaper (Publications / Editorial)	Mayo Clinic Health Letter
BRONZE	Hold My Hand	Media (National)	Article – Magazine / Newsletter / Newspaper (Publications / Editorial)	Mayo Clinic Health Letter
BRONZE	Sacroiliac Dysfunction	Media (National)	Article – Magazine / Newsletter / Newspaper (Publications / Editorial)	Mayo Clinic Health Letter
BRONZE	May 2015 Special Report — Health Letter	Media (National)	Newsletter / Newspaper (Publications / Editorial)	Mayo Clinic Health Letter
MERIT	Stiff Heart	Media (National)	Article – Magazine / Newsletter / Newspaper (Publications / Editorial)	Mayo Clinic Health Letter
MERIT	April 2015 Issue	Media (National)	Newsletter / Newspaper (Publications / Editorial)	Mayo Clinic Health Letter
MERIT	December 2015 Issue	Media (National)	Newsletter / Newspaper (Publications / Editorial)	Mayo Clinic Health Letter

Submitted by: **MBK Senior Living**

<b><u>AWARD</u></b>	<b><u>ENTRY TITLE</u></b>	<b><u>DIVISION</u></b>	<b><u>CATEGORY</u></b>	<b><u>CREDIT ON CERTIFICATE</u></b>
MERIT	MBK Facebook Page	Healthcare	Social Media: Facebook	MBK Senior Living
MERIT	www.mbkseniorliving.com	Healthcare	Web Site	MBK Senior Living

Submitted by: **MediGold**

<b><u>AWARD</u></b>	<b><u>ENTRY TITLE</u></b>	<b><u>DIVISION</u></b>	<b><u>CATEGORY</u></b>	<b><u>CREDIT ON CERTIFICATE</u></b>
GOLD	You Like Paying \$0 — direct mail piece	Insurance	Direct Mail (Marketing & Communications)	MediGold

Submitted by: **Minnesota Network of Hospice and Palliative Care**

<b><u>AWARD</u></b>	<b><u>ENTRY TITLE</u></b>	<b><u>DIVISION</u></b>	<b><u>CATEGORY</u></b>	<b><u>CREDIT ON CERTIFICATE</u></b>
BRONZE	Hospice Digital Video Shorts: Honoring Values in End of Life Care	Healthcare	Online / Digital Resource (Home & Community Based Programs)	MNHPC, ECHO, and SoLaHmo

Submitted by: **Moorings Park**

<b><u>AWARD</u></b>	<b><u>ENTRY TITLE</u></b>	<b><u>DIVISION</u></b>	<b><u>CATEGORY</u></b>	<b><u>CREDIT ON CERTIFICATE</u></b>
BRONZE	Platinum & Diamond Membership Campaign	Healthcare	Marketing / Advertising Campaign (Marketing & Communications)	Moorings Park Independent Living
BRONZE	Moorings Park Memberships TV Spot	Healthcare	TV / Radio Advertising (Marketing & Communications)	Moorings Park Independent Living
MERIT	Residences at Grand Place Floor Plan Booklet	Healthcare	Brochure / Booklet (Marketing & Communications)	Moorings Park at Grey Oaks
MERIT	Perfect Setting Ad	Healthcare	Magazine / Newspaper Advertising (Marketing & Communications)	Moorings Park at Grey Oaks
MERIT	Moorings Park at Grey Oaks Campaign	Healthcare	Marketing / Advertising Campaign (Marketing & Communications)	Moorings Park at Grey Oaks

Submitted by: **National Association of Area Agencies on Aging**

<b><u>AWARD</u></b>	<b><u>ENTRY TITLE</u></b>	<b><u>DIVISION</u></b>	<b><u>CATEGORY</u></b>	<b><u>CREDIT ON CERTIFICATE</u></b>
SILVER	n4a Annual Report	Community Organizations (National)	Annual Report (Publications / Editorial)	
MERIT	Before You Give Up the Keys: Create a roadmap for transportation independence	Community Organizations (National)	Brochure / Booklet (Marketing & Communications)	Eldercare Locator

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

<b><u>AWARD</u></b>	<b><u>ENTRY TITLE</u></b>	<b><u>DIVISION</u></b>	<b><u>CATEGORY</u></b>	<b><u>CREDIT ON CERTIFICATE</u></b>
MERIT	Falls Prevention Awareness in Public Transportation	Community Organizations (National)	Brochure / Booklet (Publications / Editorial)	National Center on Senior Transportation

Submitted by: **National Council on Aging**

<b><u>AWARD</u></b>	<b><u>ENTRY TITLE</u></b>	<b><u>DIVISION</u></b>	<b><u>CATEGORY</u></b>	<b><u>CREDIT ON CERTIFICATE</u></b>
MERIT	National Council on Aging Impact Report 2015	Community Organizations (National)	Annual Report (Publications / Editorial)	National Council on Aging
MERIT	ncoa.org	Community Organizations (National)	Web Site	National Council on Aging

Submitted by: **Navigate Technologies**

<b><u>AWARD</u></b>	<b><u>ENTRY TITLE</u></b>	<b><u>DIVISION</u></b>	<b><u>CATEGORY</u></b>	<b><u>CREDIT ON CERTIFICATE</u></b>
GOLD	Care Options Advance Directive	Miscellaneous Organization	Web-based Resource / Tool	Navigate Technologies



Submitted by: **NewTV**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
MERIT	Senior Scene: Alzheimer's Disease and Family Caregivers	Media (Local/State)	Online / Digital Resource (Caregiving)	NewTV and Massachusetts Executive Office of Elder Affairs

Submitted by: **NextAvenue.org**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
SILVER	Writer Jonathan Kozol on Losing His Dad to Dementia	Media (National)	Online / Digital Resource (Caregiving)	NextAvenue.org
SILVER	NextAvenue.org	Media (National)	Web Site	NextAvenue.org
MERIT	Will You Really Be Able to Work Into Your 70s?	Media (National)	Online / Digital Resource (Mature Work & Retirement)	NextAvenue.org

Submitted by: **Older Persons Action Group**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
MERIT	Senior Voice, July 2015 edition	Community Organizations (Local/State)	Newsletter / Newspaper (Publications / Editorial)	Older Persons Action Group, Inc.

Submitted by: **OLLI at UTMB Health**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
BRONZE	Spring 2016 Course Offerings Spread Your Wings and Learn	Community Organizations (Local/State)	Retirement Education Program (Mature Work & Retirement)	OLLI at UTMB Health

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

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
SILVER	2,000 Miles of Happy Trails	Media (Local/State)	Article – Magazine / Newsletter / Newspaper (Publications / Editorial)	50plus Senior News
SILVER	Penning a 'New Normal'	Media (Local/State)	Article – Magazine / Newsletter / Newspaper (Publications / Editorial)	50plus Senior News
MERIT	Shall We Dance?	Media (Local/State)	Article – Magazine / Newsletter / Newspaper (Publications / Editorial)	50plus Senior News

Submitted by: **Outfront Communications**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
MERIT	Inside Columbia's Prime magazine November 2015	Media (Local/State)	Magazine (Publications / Editorial)	Outfront Communications

Submitted by: **OutreachNC magazine**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
MERIT	OutreachNC magazine February 2016, Vol. 7, Issue 2	Media (Local/State)	Magazine (Publications / Editorial)	OutreachNC magazine, published by Aging Outreach Services

Submitted by: **Pacific Retirement Services**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
BRONZE	Harbor's Edge Come Live the High Life	Housing	Direct Mail (Marketing & Communications)	Pacific Retirement Services
MERIT	Meadows of Napa Valley Brochure— Expansion	Housing	Brochure / Booklet (Marketing & Communications)	Pacific Retirement Services
MERIT	Meadows of Napa Valley Lottery Invite	Housing	Direct Mail (Marketing & Communications)	Pacific Retirement Services

Submitted by: **Philadelphia Corporation for Aging**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
GOLD	Teaching and Learning at Graterford Prison	Community Organizations (Local/State)	Article – Magazine / Newsletter / Newspaper (Publications / Editorial)	Philadelphia Corporation for Aging
SILVER	"Is This Thing On?" — Book Helps "Digital Immigrants" Bridge Technology Divide	Community Organizations (Local/State)	Article – Magazine / Newsletter / Newspaper (Publications / Editorial)	Philadelphia Corporation for Aging
BRONZE	Crusading Librarian Helped Found Nation's Only Library Dedicated Entirely to HIV/AIDS	Community Organizations (Local/State)	Article – Magazine / Newsletter / Newspaper (Publications / Editorial)	Philadelphia Corporation for Aging

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	2016 Art is Ageless® Calendar	Housing	Calendar (Publications / Editorial)	Presbyterian Manors of Mid-America
MERIT	SalinaPresbyterianManor.org	Housing	Web Site	Presbyterian Manors of Mid-America

Submitted by: **Price Learman**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
MERIT	The Magnolia of Millbrae — "Moments Matter" Ad — "The Joy"	Housing	Magazine / Newspaper Advertising (Marketing & Communications)	Price Learman
MERIT	The Magnolia of Millbrae — "Moments Matter" Ad — "The Kiss"	Housing	Magazine / Newspaper Advertising (Marketing & Communications)	Price Learman
MERIT	The Magnolia of Millbrae — "Moments Matter" Ad — "The Toast"	Housing	Magazine / Newspaper Advertising (Marketing & Communications)	Price Learman

Submitted by: **Sage Age Strategies**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
BRONZE	2014-2015 Annual Report	Housing	Annual Report (Publications / Editorial)	The Highlands at Wyomissing
BRONZE	Campus Brochure	Housing	Brochure / Booklet (Marketing & Communications)	Clarity Pointe
BRONZE	Campus Collateral Package	Housing	Brochure / Booklet (Marketing & Communications)	Travanse Living
BRONZE	Tuscan Gardens Website	Housing	Web Site	Tuscan Gardens
MERIT	Home Care Brochure	Housing	Brochure / Booklet (Home & Community Based Programs)	The Highlands at Wyomissing
MERIT	Campus Collateral Package	Housing	Brochure / Booklet (Marketing & Communications)	The Bridges at Warwick
MERIT	Luther Acres Campus Brochure	Housing	Brochure / Booklet (Marketing & Communications)	Luthercare
MERIT	Overall Brochure	Housing	Brochure / Booklet (Marketing & Communications)	Jewish Senior Housing and Healthcare Service
MERIT	Strategic Dining Services Logo	Miscellaneous Organization	Logo / Letterhead Design (Art / Design)	Strategic Dining Services
MERIT	The Bridges at Warwick Logo	Housing	Logo / Letterhead Design (Art / Design)	The Bridges at Warwick
MERIT	The Bridges at Warwick Website	Housing	Web Site	The Bridges at Warwick

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>
BRONZE	Expand Your Horizons, Because Anything Is Possible by Dawn Williams	Media (Local/State)	Article – Magazine / Newsletter / Newspaper (Publications / Editorial)	Senior News 50 and Better

Submitted by: **Senior Voice**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
GOLD	"Good information is the best medicine"	Media (Local/State)	Article – Magazine / Newsletter / Newspaper (Publications / Editorial)	Senior Voice

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>
BRONZE	Working with Older Adults: A Professional's Guide to Contemporary Issues of Aging	Miscellaneous Organization	Consumer Education Program (Education / Training Programs)	Society of Certified Senior Advisors
MERIT	CSA Journal, Autumn 2015, No. 64	Miscellaneous Organization	Brochure / Booklet (Publications / Editorial)	Society of Certified Senior Advisors

Submitted by: **Solutions Advisors**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
SILVER	Fox Hill — Strathmore Series	Housing	Consumer Campaign / Special Event (Marketing & Communications)	Fox Hill
BRONZE	Lifestyle Brochure— The Overlook	Housing	Graphic Design (Art / Design)	The Overlook
MERIT	The Villas At Buffalo Hill Expansion Brochure	Housing	Brochure / Booklet (Marketing & Communications)	Immanuel Lutheran Communities-- The Villas At Buffalo Hill
MERIT	December Holiday Open House Direct Mail	Housing	Direct Mail (Marketing & Communications)	The Clare
MERIT	Juried Art Show Direct Mail	Housing	Direct Mail (Marketing & Communications)	Medford Leas
MERIT	Dine & Discover Event Newspaper Insert	Housing	Magazine / Newspaper Advertising (Marketing & Communications)	Fox Hill

Submitted by: **StayWell LLC**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
SILVER	Dean Health Plan "Golden tables" Fall 2015	Healthcare	Newsletter / Newspaper (Publications / Editorial)	StayWell LLC
SILVER	Independence Blue Cross—Update April 2015	Healthcare	Newsletter / Newspaper (Publications / Editorial)	StayWell LLC
BRONZE	Community Health Network "Simply Good Health" Summer 2015	Healthcare	Newsletter / Newspaper (Publications / Editorial)	StayWell LLC
BRONZE	Heart and Plains Health "Partners in Health" Fall 2015	Healthcare	Newsletter / Newspaper (Publications / Editorial)	StayWell LLC

BRONZE	Paramount Elite "For Better Health" Fall 2015	Healthcare	Newsletter / Newspaper (Publications / Editorial)	StayWell LLC
MERIT	Health First Health Plans 2016 Calendar	Healthcare	Calendar (Publications / Editorial)	StayWell LLC
MERIT	Blue Care Network of Michigan "Your Health Advantage" Fall 2015	Healthcare	Newsletter / Newspaper (Publications / Editorial)	StayWell LLC
MERIT	Health First "Healthy Living" Spring/Summer 2015	Healthcare	Newsletter / Newspaper (Publications / Editorial)	StayWell LLC

*Submitted by:* **Success in Aging Centers, Inc.**

<b><u>AWARD</u></b>	<b><u>ENTRY TITLE</u></b>	<b><u>DIVISION</u></b>	<b><u>CATEGORY</u></b>	<b><u>CREDIT ON CERTIFICATE</u></b>
BRONZE	Homepage Video Series: DiPatterson	Media (National)	Online / Digital Resource (Caregiving)	Success in Aging Centers, Inc.
BRONZE	Homepage Video Series: SuccessinAgingCenters.com	Media (National)	Online / Digital Resource (Caregiving)	Success in Aging Centers, Inc.
BRONZE	Success-in-Aging-Centers	Media (National)	Social Media: Instagram	Success in Aging Centers, Inc.

*Submitted by:* **The Beacon Newspapers**

<b><u>AWARD</u></b>	<b><u>ENTRY TITLE</u></b>	<b><u>DIVISION</u></b>	<b><u>CATEGORY</u></b>	<b><u>CREDIT ON CERTIFICATE</u></b>
SILVER	Elder Abuse Often Not Reported	Media (Local/State)	Article – Magazine / Newsletter / Newspaper (Publications / Editorial)	The Beacon Newspapers
SILVER	Elder Abuse Often Not Reported	Media (Local/State)	Article – Magazine / Newsletter / Newspaper (Publications / Editorial)	The Beacon Newspapers
SILVER	Our World-Renowned Glass Blower	Media (Local/State)	Article – Magazine / Newsletter / Newspaper (Publications / Editorial)	The Beacon Newspapers
SILVER	Remembering WWII 70 Years Later	Media (Local/State)	Article – Magazine / Newsletter / Newspaper (Publications / Editorial)	The Beacon Newspapers
BRONZE	An Astronaut's View of Earth	Media (Local/State)	Article – Magazine / Newsletter / Newspaper (Publications / Editorial)	The Beacon Newspapers
BRONZE	Being Gay and Gray in Baltimore	Media (Local/State)	Article – Magazine / Newsletter / Newspaper (Publications / Editorial)	The Beacon Newspapers
BRONZE	Growing Older Without Children	Media (Local/State)	Article – Magazine / Newsletter / Newspaper (Publications / Editorial)	The Beacon Newspapers
BRONZE	Memories Still Sear After 70 Years	Media (Local/State)	Article – Magazine / Newsletter / Newspaper (Publications / Editorial)	The Beacon Newspapers
BRONZE	Program Takes a Bite Out of Hunger	Media (Local/State)	Article – Magazine / Newsletter / Newspaper (Publications / Editorial)	The Beacon Newspapers
BRONZE	The Washington Beacon, October 2015	Media (Local/State)	Newsletter / Newspaper (Publications / Editorial)	The Beacon Newspapers

MERIT	Belly Dancing Offers Healthy Fun	Media (Local/State)	Article – Magazine / Newsletter / Newspaper (Publications / Editorial)	The Beacon Newspapers
MERIT	Will Items Collect Dust or Money?	Media (Local/State)	Article – Magazine / Newsletter / Newspaper (Publications / Editorial)	The Beacon Newspapers

*Submitted by:* **The Business of Aging**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
BRONZE	The Grandparent Economy: How Baby Boomers Are Bridging the Generation Gap (Book)	Media (National)	Book (Publications / Editorial)	The Business of Aging

*Submitted by:* **The Francis E. Parker Memorial Home, Inc.**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
MERIT	Parker website	Housing	Web Site	

*Submitted by:* **The Goodman Group**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
SILVER	The Village Health Care Center Responsive Website	Healthcare	Web Site	The Goodman Group
SILVER	Westchester Gardens Responsive Website	Healthcare	Web Site	The Goodman Group
BRONZE	The Goodman Group Capabilities Book	Healthcare	Book (Publications / Editorial)	The Goodman Group

*Submitted by:* **The Hartford Center for Mature Market Excellence**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
MERIT	Remodeling Today for a Better Tomorrow	Insurance	Consumer Education Program (Education / Training Programs)	The Hartford Center for Mature Market Excellence

*Submitted by:* **The Kendal Corporation**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
MERIT	KENDAL HOME SWAP	Housing	Web Site	Kendal

Submitted by: **Touchtown**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
SILVER	Resident Apps	Housing	Web-based Resource / Tool	Touchtown

Submitted by: **UCare**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
MERIT	Welcome to EssentiaCare! Your Guide to Good Health	Healthcare	Brochure / Booklet (Marketing & Communications)	Ucare

Submitted by: **United Church Homes**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
BRONZE	Spirit Magazine	Healthcare	Magazine (Publications / Editorial)	United Church Homes

Submitted by: **United Methodist Homes (UMH)**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDIT ON CERTIFICATE</u>
BRONZE	"Happily Ever Aging" — a UMH Senior Living Blog	Housing	Digital Publication: Blog	United Methodist Homes (UMH)
MERIT	Caregiver Link	Housing	Online / Digital Resource (Caregiving)	United Methodist Homes (UMH)
MERIT	"5 Questions Family Members Have About Assisted Living"	Housing	Web-based Resource / Tool	United Methodist Homes (UMH)

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>
GOLD	A New Beginning: Seniors Are Living Life to the Fullest!	Housing	Miscellaneous (Marketing & Communications)	United Methodist Homes of New Jersey
BRONZE	Meet the Chef at The Shores	Housing	Miscellaneous (Marketing & Communications)	United Methodist Homes of New Jersey
BRONZE	United Methodist Homes of J Mobile App	Housing	Mobile Resource: Mobile Application	Bristol Glen

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

<b><u>AWARD</u></b>	<b><u>ENTRY TITLE</u></b>	<b><u>DIVISION</u></b>	<b><u>CATEGORY</u></b>	<b><u>CREDIT ON CERTIFICATE</u></b>
SILVER	Step by Step TV Ads: "Doctor," "Apply Any Time," & "Turning 65"	Healthcare	Marketing / Advertising Campaign (Marketing & Communications)	UnitedHealthcare Medicare & Retirement/Insurance Solutions
SILVER	The Man With The Plan TV Ads: "Beach," "Camping," & "Golf"	Healthcare	Marketing / Advertising Campaign (Marketing & Communications)	UnitedHealthcare Medicare & Retirement/Insurance Solutions
SILVER	Adventure Email	Healthcare	Online / Digital Resource (Mature Work & Retirement)	UnitedHealthcare Medicare & Retirement/Insurance Solutions
SILVER	e-Inquiry Landing Pages	Healthcare	Online / Digital Resource (Mature Work & Retirement)	UnitedHealthcare Medicare & Retirement/Insurance Solutions
SILVER	www.AARPMedicareSupplement.com	Healthcare	Online / Digital Resource (Mature Work & Retirement)	UnitedHealthcare Medicare & Retirement/Insurance Solutions
BRONZE	National Engagement YouTube Videos "Art Classes", "Gardening", "Lifestyle Exercise", "Smoothies", "Yoga"	Healthcare	Marketing / Advertising Campaign (Marketing & Communications)	UnitedHealthcare Medicare & Retirement/Insurance Solutions
BRONZE	Eligibility & Enrollment Videos	Healthcare	Retirement Education Program (Mature Work & Retirement)	UnitedHealthcare Medicare & Retirement/Insurance Solutions
MERIT	Empowerment Journey Selfmailer	Healthcare	Direct Mail (Marketing & Communications)	UnitedHealthcare Medicare & Retirement/Insurance Solutions
MERIT	65+ pURL Campaign: (3) Emails; (2) DM Kits: 1E, 2E, 3E; & Personalized Landing Pages	Healthcare	Marketing / Advertising Campaign (Marketing & Communications)	UnitedHealthcare Medicare & Retirement/Insurance Solutions
MERIT	e-Inquiry Emails (5): 1E, 3E, 4E, 5E, 6E	Healthcare	Marketing / Advertising Campaign (Marketing & Communications)	UnitedHealthcare Medicare & Retirement/Insurance Solutions
MERIT	Mobile Responsive Acquisition Emails: Desktop & Mobile	Healthcare	Marketing / Advertising Campaign (Marketing & Communications)	UnitedHealthcare Medicare & Retirement/Insurance Solutions
MERIT	T65 Campaign: 1E Selfmailer, 2B Non-Member Selfmailer, 2E DM Kit, Landing Pages	Healthcare	Marketing / Advertising Campaign (Marketing & Communications)	UnitedHealthcare Medicare & Retirement/Insurance Solutions

Submitted by: **Upside Collective**

<b><u>AWARD</u></b>	<b><u>ENTRY TITLE</u></b>	<b><u>DIVISION</u></b>	<b><u>CATEGORY</u></b>	<b><u>CREDIT ON CERTIFICATE</u></b>
MERIT	Planning for Retirement 2015	Government	Book (Publications / Editorial)	NYS Dept. of Civil Service, Employee Benefits Division

Submitted by: **Validus Senior Living**

<b><u>AWARD</u></b>	<b><u>ENTRY TITLE</u></b>	<b><u>DIVISION</u></b>	<b><u>CATEGORY</u></b>	<b><u>CREDIT ON CERTIFICATE</u></b>
MERIT	Family Testimonial Direct Mail Campaign	Housing	Marketing / Advertising Campaign (Marketing & Communications)	Inspired Living Communities
MERIT	Inspiring Campaign	Housing	Marketing / Advertising Campaign (Marketing & Communications)	Inspired Living Communities



*Submitted by:* **VFW Magazine**

<b><u>AWARD</u></b>	<b><u>ENTRY TITLE</u></b>	<b><u>DIVISION</u></b>	<b><u>CATEGORY</u></b>	<b><u>CREDIT ON CERTIFICATE</u></b>
SILVER	Home is Where the Care Is	Community Organizations (National)	Article – Magazine / Newsletter / Newspaper (Publications / Editorial)	VFW Magazine
SILVER	Military Caregivers Serve in Silence	Community Organizations (National)	Article – Magazine / Newsletter / Newspaper (Publications / Editorial)	VFW Magazine
SILVER	Vietnam Trip Brings Vets Full Circle	Community Organizations (National)	Article – Magazine / Newsletter / Newspaper (Publications / Editorial)	VFW Magazine
BRONZE	War in Afghanistan 2001-2014	Community Organizations (National)	Brochure / Booklet (Publications / Editorial)	VFW Magazine
MERIT	Service Dogs Offering Help for PTSD	Community Organizations (National)	Article – Magazine / Newsletter / Newspaper (Publications / Editorial)	VFW Magazine

*Submitted by:* **Watermark Retirement Communities**

<b><u>AWARD</u></b>	<b><u>ENTRY TITLE</u></b>	<b><u>DIVISION</u></b>	<b><u>CATEGORY</u></b>	<b><u>CREDIT ON CERTIFICATE</u></b>
SILVER	Expressions 2016 Calendar	Housing	Calendar (Publications / Editorial)	Watermark Retirement Communities
MERIT	Watermark Communities Web Site	Housing	Web Site	Watermark Retirement Communities

*Submitted by:* **Western Home Communities**

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

*Submitted by:* **Westminster**

<b><u>AWARD</u></b>	<b><u>ENTRY TITLE</u></b>	<b><u>DIVISION</u></b>	<b><u>CATEGORY</u></b>	<b><u>CREDIT ON CERTIFICATE</u></b>
BRONZE	Living Creatively—Westminster Annual Report 2014	Community Organizations (Local/State)	Annual Report (Publications / Editorial)	Westminster

*Submitted by:* **Willow Valley Communities**

<b><u>AWARD</u></b>	<b><u>ENTRY TITLE</u></b>	<b><u>DIVISION</u></b>	<b><u>CATEGORY</u></b>	<b><u>CREDIT ON CERTIFICATE</u></b>
SILVER	Join the Movement Advertising Campaign	Housing	Marketing / Advertising Campaign (Marketing & Communications)	Willow Valley Communities
MERIT	Join the Movement Campaign Kayak Photograph	Housing	Photograph (Art / Design)	Willow Valley Communities

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

<b><u>AWARD</u></b>	<b><u>ENTRY TITLE</u></b>	<b><u>DIVISION</u></b>	<b><u>CATEGORY</u></b>	<b><u>CREDIT ON CERTIFICATE</u></b>
BRONZE	A Checklist to Help You Protect Those You Care About From Financial Abuse	Community Organizations (National)	Brochure / Booklet (Mature Work & Retirement)	Women's Institute for a Secure Retirement (Wiser)

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