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For Immediate Release

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2019 National Awards Honor Best of Mature Market Media

The 28th 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 more than 40 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/2019winners.)

All Gold Award recipients, which represent the top five percent of all entries, were reviewed by a special panel of judges for the 2019 Best of Show Awards. This year's Best of Show winners are *Burned to the Waterline* by AARP The Magazine, *Smithsonian education lecture series, accredited program* by The Not Old Better Show, *2019 Art is Ageless Calendar* by Presbyterian Manors of Mid-America, *Diversity Awareness Partners* by Covenant Living Communities and Services, *3rd Act Magazine Spring 2018* by Oshi Publishing LLC dba 3rd Act Magazine, and *The Cypress of Raleigh – The Cypress Life* by Doggett.

The 29th annual National Mature Media Awards—for materials published or produced during the 2019 calendar year—will be held in the spring of 2020. For entry or sponsorship information, please contact Patricia Henze at info@seniorawards.com.

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