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For Immediate Release

National Mature Media AwardsSM Now Open for Entries

This year marks the 32nd year of the *National Mature Media Awards*SM program — the largest competition of its kind — recognizing the nation's best advertising, marketing, and educational materials and programs produced for older adults and their families.

The deadline for submitting entries is Friday, April 14th, and the entry fee is \$75. (Some entry categories require an additional fee.) All entries must be active from May 19 – June 16, 2023.

Complete details about the 2023 competition, including entry divisions and categories, judging criteria, and FAQs, can be found at the program website: seniorawards.com.

Patricia Henze, executive director of the *Mature Market Resource Center*, and organizer of the program state, "Entries for this year's competition must be submitted in a digital format: either upload a PDF copy or provide a direct link (URL) for your entry," she says, adding, "we have made the online entry process as easy as 1 ,2, 3":

1. Visit seniorawards.com.
2. Complete your entry information and upload your entry in a digital format.
3. Check out securely with payment by credit card or check.

Hundreds of local, state, and national organizations enter the National Mature Media Awards competition every year. Recent Gold & Silver winners have included: AARP, Area Agencies on Aging, Arthritis Foundation, Beacon Newspapers, Bluespire Senior Living, Davis Harrison Dion, Home Instead Senior Care, hospitals and health systems, Mayo Clinic, Medicare health plans, retirement communities, senior centers, Staywell, UnitedHealthcare, and VFW.

For more information about the 32nd annual competition, visit seniorawards.com, e-mail: info@seniorawards.com, or call 1-800-828-8226 (weekdays 9-5 Central time).

The Mature Market Resource Center (MMRC), organizer of the *National Mature Media Awards*, is a national clearinghouse for professionals who work with older adults. Other well-known MMRC programs include the *National Senior Health & Fitness Day*[®], and the *Mature Fitness Awards—USA*SM.

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