

For Immediate Release

## Seventh Annual New Product & Technology Awards® to Recognize Innovative Products, Services, and Technologies for Older Adults and Their Families

The *Mature Market Resource Center's*<sup>SM</sup> seventh annual *New Product & Technology Awards*<sup>®</sup> competition is now open for entries. Complete details about the awards and a PDF copy of the 2017 Call for Entries brochure can be found at [agingawards.com](http://agingawards.com).

The awards program, the first of its kind, recognizes the world's best technologies, products, and services for older adults and their families. The 2017 entry deadline is April 28th, and the entry fees are \$59 or \$79 per submission (USD) based on the entry category.

Gold, Silver, Bronze, and Merit recognition will be presented in 71 entry categories and 17 entry divisions. A complete list of the 2017 entry categories and divisions, along with FAQs and all entry information can be found at [agingawards.com](http://agingawards.com).

"We have added new categories recently to reflect the explosive growth of technology applications for seniors," adds Chris Behrend, director of the awards program. "For example, many older adults would prefer to remain in their homes as long as possible, and winners in the competition are helping to make this wish a reality."

Recent New Product & Technology Awards winners include: Area Agencies on Aging, American Specialty Health, Blue Cross Blue Shield Plans, Cardiacom, Cognifit, Dakim, Dose Health, Eversound, GeriJoy, GlynnDevins, The Goodman Group, The Hartford, Home Instead Senior Care, Lively, Inc., Medicare Health Plans, the National Institute on Aging, NavGate Technologies, Parker Home, Sit and Be Fit, and Retirement Communities.

The *Mature Market Resource Center's*<sup>SM</sup> (MMRC), organizer of the *New Product & Technology Awards*, is a national clearinghouse for professionals who work in senior markets. In addition to the *New Product & Technology Awards*, the MMRC organizes the *National Mature Media Awards*<sup>SM</sup>, the nation's largest program of its kind ([seniorawards.com](http://seniorawards.com)), *National Senior Health & Fitness Day*<sup>®</sup> the nation's largest older adult health and wellness event ([fitnessday.com](http://fitnessday.com)), and the *Mature Fitness Awards*<sup>SM</sup>, the first national fitness recognition program for older adults ([fitnessday.com/mfa](http://fitnessday.com/mfa)).

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