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Subject: Senior Product & Technology Winners Announced

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NEWS -- For Immediate Release

Winners Selected for the 5th Annual New Product & Technology Awards

The judging was recently concluded for the Mature Market Resource Center's 5th Annual *New Product & Technology Awards -- Recognizing Innovative Products, Services, and Technologies for Older Adults and Their Families*.

The award winners are now posted at agingawards.com/winners2015/. For more information about the awards program -- the only competition of its kind -- please visit agingawards.com.

Gold and Silver prize winners include *American Specialty Health for its Silver&Fit Program*, *GeriJoy/Care.Coach*, *Home Instead Senior Care (Immersion Active)*, *the National Institute on Aging (JBS International)*, *Lively, Inc.*, *Sit and Be Fit*, and *the Goodman Group*.

Judging was held in late October at the Civic Center in Libertyville, Illinois, a north suburb of Chicago. Prior to the official judging, the 2015 entries were on display for public review at the Civic Center. For 2016, the time available for public review of the entries will be expanded to allow interested seniors, their families, and others to preview some of the nation's newest and most innovative products, services, and technologies for older adults.

The official judging for the competition was conducted by professionals who work in senior markets (see the list of 2015 judges below). For more details about how the entries are reviewed and scored, please visit agingawards.com.

Special "Nana Award" Recognition

[GeriJoy/Care.Coach](http://agingawards.com), a Gold Award winner in the competition, was also awarded the 2015 "Nana Award" for Best in Show among entries for new technologies. The "Nana Award" winner was selected by Andrew Carle, Founding Director and Executive-in-Residence for the Program in Senior Housing Administration at George Mason University in Fairfax, Virginia, one of the 2015 award sponsors.

The "Nana Award" recognition and the term "Nana Technology" were developed by Professor Carle to recognize outstanding technologies that can improve the quality of life for older adults. The "Nana Award" Best of Show Technology Recognition will be an annual feature in future New Product & Technology Awards competitions.

"GeriJoy's unique approach addresses issues of a critical shortage of both family caregivers and long term care workers, while simultaneously providing needed companion and monitoring care for older workers living alone, " adds Professor Carle. He continues, "That they do this by utilizing web-based technology, empirical based health data, and avatars-- between parties separated by a half of a world-- is among the most innovative approaches to issues of aging available today."

2015 Awards Program Judges

The judges for the 2015 competition were *Aaron D'Costa*, Director, Senior Living Acquisitions, Virtus Real Estate Capital; *Charles Hillman*, CEO of grandCARE; *Beverly Kimmons*, member of the board of directors of AgeOptions, Area Agency on Aging; *Tom Laue*, "LifeTimes" Executive Editor for Blue Cross Blue Shield of Illinois; *Laura Mitchell*, Principal, Laura Mitchell Consulting; and *Amy Selle*, Managing Director, Corecubed.

2015 Sponsors

Sponsors for the 2015 New Product & Technology Awards included [Aging2.0](#); [ProMatura](#); [George Mason University's Program in Senior Housing Administration](#), and [American Custom Publishing](#).

For information about 2016 awards program sponsorship opportunities and benefits, please contact Gary Ford at: gford@agingawards.com, or 1-800-828-8225.

The Call for Entries and details on the 2016 New Product & Technology Awards competition will be available in February.

For More Information About the New Product & Technology Awards Program:

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About the Awards Program Organizer

The New Product & Technology Awards is managed by the [Mature Market Resource Center](#) (MMRC), a 26 year-old national clearinghouse for professionals who work in senior markets.

Other well-known MMRC programs include the *National Mature Media Awards* (seniorawards.com), celebrating its 25th year in 2016, and *National Senior Health & Fitness Day* (fitnessday.com), the nation's largest older adult health and wellness event, always annually the last Wednesday in May.

You received this e-mail because you or your organization recently participated in the New Product & Technology Awards program or the National Mature Media Awards, or requested information about these award competitions.

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