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**To:** Kester, Tonykester@aging.sc.gov  
**Date:** 3/1/2017 2:38:49 PM  
**Subject:** Entry Deadline Extended Through Friday 3/3!

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Official e-newsletter of the National Mature Media Awards and New Product & Technology Awards.

## Entry Deadline Extended Through This Friday, March 3rd!

Due to yesterday's downtime related to Amazon Web Services, we have extended the regular entry deadline through this Friday, March 3rd. The basic entry fee for all entries submitted by March 3rd is \$65 per entry. Additionally, we will be offering a one week extension for late entries from March 4th-10th. The basic late entry fee will be \$75 per entry.

### Online Entry for the 2017 Awards is as easy as 1, 2, 3

1. Visit the [online entry website](#).
2. Complete your entry information along with payment by credit card or check.
3. Send us a hard copy of your entry along with a printout of your e-mailed entry receipt.

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### About the 2017 Competition

The competition is now open for the [26th National Mature Media Awards](#) -- the largest program of its kind -- recognizing the nation's best marketing, educational programs and materials produced in 2016 for older adults and their families.

Complete details about the 2017 awards program including [entry divisions and categories](#), [judging criteria](#), and award program [FAQs](#), can be found at the program website: [seniorawards.com](http://seniorawards.com).

The 2017 competition features [41 entry categories and 8 entry divisions](#). All entries are reviewed by a panel of senior program professionals using the judging criteria listed on the [seniorawards.com](http://seniorawards.com) program website.

New entry categories for 2017 include: *Health Promotion & Wellness*, *Caregiving*, and *Home & Community-Based Programs*.

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## Recognition for 2017 Winners

Gold, Silver, Bronze and Merit Recognition will be awarded by **entry category and division**. Winners receive colorful award certificates, a copy of the 2017 winner's logo with a one-year license to use the logo for marketing purposes, a draft news release to promote your winning award, and national publicity through the Mature Market Resource Center, organizer of the 26th annual competition.

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## Featured Gold & Silver Winners from the 2016 National Mature Media Awards

### **2016 Gold Winner American Heroes: Portraits of Service**

**Entry Category:**  
Calendar (Publications / Editorial)

**Entry Division:**  
Housing

From Belmont Village Senior Living

### **2016 Silver Winner Caregiver Statistics Infographic**

**Entry Category:**  
Graphic Design (Art / Design)

**Entry Division:**  
Community Organizations (Local/State)

From LIFE Senior Services

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For Details About the 26th Annual  
National Mature Media Awards:  
800-828-8225 | [info@seniorawards.com](mailto:info@seniorawards.com) | [seniorawards.com](http://seniorawards.com)

You received this e-mail because you or your organization participated in recent National Mature Media Awards competitions, or requested that your e-mail be added to the awards program e-mail list.

If you wish to be removed from our award program e-mail list, please click the *SafeUnsubscribe* link below. Your e-mail will be removed promptly, and you will not receive any further information about the National Mature Media Awards program. Thank you.

Mature Market Resource Center, 328 W. Lincoln Ave., Suite 10, Libertyville, IL 60048

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