

From: 26th Annual Nat. Mature Media Awards <info@seniorawards.com>
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Subject: Early Awards Entry Deadline Next Tues. 1/31

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

Call for Entries: 26th Annual National Mature Media Awards -- Special Early Entry Discount with Submissions Received by This Tuesday, January 31st!

New [Online Entry](#) Process for the 2017 Competition --
The Early Entry Deadline is Tuesday January 31, 2017, and
the Special Early Entry Fee is \$55 Per Entry*

Please note: The regular entry deadline is February 28, 2017 and the Regular Entry Fee is \$65 Per Entry *(Some entry categories require an additional fee.)

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 your entry along with a copy of your e-mailed entry receipt.

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.

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 program website.

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

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.

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

2016 Gold Winner: Friendship Village Elvis Tribute Mailer

Entry Category:
Direct Mail (Marketing
& Communications)

Entry Division:
Housing

Friendship Village of Schaumburg, Illinois won a Gold Award in the 2016 competition for their direct mail piece, featuring a fold-out poster to promote "The Elvis Experience," a live tribute to The King of Rock 'n Roll.

From Friendship Village of
Schaumburg, IL

2016 Silver Winner:

A New Perspective: Friendship Senior Options Annual Report

From Friendship Senior Options

Entry Category:

Annual Report (Publications / Editorial)

Entry Division:

Housing

Friendship Senior Options won a Silver Award in 2016 for their annual report for fiscal year 2015. The report incorporates colorful drawings and letters from grandkids as well as intergenerational photos featuring community members.

Reminder: Save \$10 with Early Entries by Next Tuesday 1/31
Regular Entry Deadline: February 28th
For Details About the 26th Annual
National Mature Media Awards:
800-828-8225 | info@seniorawards.com | 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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