

From: New Product & Technology Awards Program <gford@seniorawards.com>
To: Kester, Tonykester@aging.sc.gov
Date: 5/19/2015 5:19:21 PM
Subject: New Award Recognition for Older Adult Products & Services

The Mature Market Resource Center's 5th Annual New Product & Technology Awards Competition is Now Open for Entries

The [New Product & Technology Awards](#) program, organized by the Mature Market Resource Center (MMRC), recognizes the nation's best products, services, and technologies for older adults and their families. For entry information, including the Call for Entries brochure, program FAQs, judging criteria, and more, please visit:
agingawards.com

The 2015 competition features [58 entry categories](#) and [15 entry divisions](#). New categories include recognition of web-based and mobile resources--websites, social media, e-newsletters, mobile applications, and more.

2015 New Product & Technology Awards Sponsors Include:

[Aging 2.0](#)
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[George Mason University Program in Senior Housing Administration](#)
[American Custom Publishing](#)

For 24 years, the MMRC has organized the [National Mature Media Awards](#), the largest awards program of its kind to recognize the nation's best educational and marketing materials and programs for older adults. Recently, nearly 1,000 entries were submitted for this competition, from hundreds of national, state and local organizations and companies throughout the United States.

The *New Product & Technology Awards* competition now provides national recognition to outstanding products, services, and technologies available for older adults and their families.

Entry Deadline:
Friday, May 29, 2015

Entry Fee:

\$79 per entry

Entry Form and Details:
agingawards.com

**For more information about the [New Product & Technology Awards](#),
contact info@agingawards.com, or call 1-800-828-8225**

The Mature Market Resource Center, organizer of the [New Product & Technology Awards](#), is a national clearinghouse for professionals who work in senior markets. Other well-known MMRC programs include [National Senior Health & Fitness Day](#), the nation's largest older adult health promotion event, and the [National Mature Media Awards](#), honoring the best marketing, communications, educational materials, and programs for older adults.

You received this e-mail because you or your organization participated in the [National Mature Media Awards](#) or [New Product & Technology Awards](#) before, or you have requested to be added to our awards program mailing list.

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