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**To:** Kester, [Tonykester@aging.sc.gov](mailto:Tonykester@aging.sc.gov)  
**Date:** 3/24/2016 4:46:49 PM  
**Subject:** Final Week to Enter the 2016 Competition!

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## 2016 National Mature Media Awards Competition -- 25th Anniversary

**Final Week to Enter the 2016 Competition --  
Postmark Deadline is Thursday, March 31st!**

*Receive National Recognition for Your Materials and  
Programs for Seniors!*

**New 2016 Entry Categories:** Health Promotion & Wellness,  
Caregiving, and Home & Community-Based Programs

*Please excuse this reminder if you have already submitted an entry  
for this year's National Mature Media Awards competition.*

The *Call for Entries* for the 2016 [National  
Mature Media Awards](#) -- celebrating its 25th  
anniversary this year -- is now available for  
[download](#).

Complete details about the 2016 awards -- the  
largest program of its kind -- including entry  
divisions and categories, FAQs, judging  
criteria, and more can be found  
at [seniorawards.com](http://seniorawards.com).

Gold, Silver, Bronze, and Merit award  
recognition will be given in 41 [entry categories](#)  
and 12 [entry divisions](#). New entry categories  
for 2016 include:

- *Health Promotion & Wellness*
- *Caregiving*
- *Home and Community-Based  
Programs*

Hundreds of local, state, and national organizations enter the National Mature Media Awards competition every year. Recent Gold & Silver winners have included:

AARP, Area Agencies on Aging, Arthritis Foundation, Beacon Newspapers, Bluespire Senior Living, CMS, Davis Harrison Dion, Hospitals and Health Systems, Leisure Care, Love & Company, Mayo Clinic, Medicare Health Plans, NIH, Optum, Porter Novelli, Retirement Communities, Senior Centers, Staywell, UnitedHealthcare, VFW, and Wirthwein Marketing.

Entries are eligible for the competition if they were produced or distributed during 2015. Online or digital entries are eligible if they are active during the judging review period from April-June, 2016.

The entry fee for the 2016 National Mature Media Awards is \$59.00 per submission. Some entry categories require an additional fee.

***The postmark entry deadline is March 31st -- your entry must be sent by this date -- we do not have to receive it by Thursday 3/31.***

The *Mature Market Resource Center* (MMRC), organizer of the [National Mature Media Awards](#), is a national clearinghouse for professionals who work with older adults. Other well-known MMRC programs include the [New Product & Technology Awards](#), [National Senior Health & Fitness Day](#), and the [Mature Fitness Awards--USA](#).

***For more information about the 25th anniversary competition, visit [seniorawards.com](http://seniorawards.com), e-mail: [info@seniorawards.com](mailto:info@seniorawards.com) or call 1-800-828-8225 (weekdays 9-5 Central time).***

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. If you do not wish to receive future e-mails about the awards competition, please check the "SafeUnsubscribe" link below, and your e-mail will be promptly removed. Thank-you.

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

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