

2022

31st Annual
**National
Mature Media
AwardsSM**

*Honoring the Nation's Best Marketing, Communications,
Educational Materials and Programs for Older Adults*

Winners

2022 National Mature Media Awards Judges

We would like to thank our 2022 judges for their time and expertise in reviewing this year's entries. For more information about our 2022 judges, please visit seniorawards.com/2022winners.

Eileen Alkabes

Founder

Eileen Alkabes Public Relations

Kerri Kristoff

Senior Project Manager

corecubed

Stuart Rosenthal

Publisher/Editor

Beacon newspapers

Brie Burnham

Creative Marketing Manager

Council on Aging of Central Oregon

Kathy Laurenhue

CEO

Wiser Now Inc.

Sharla Seidel

Senior Project Manager/

Multimedia Writer

corecubed

Jeff Doggett

Creative Director

Doggett Advertising

Demi Mallios

Marketing Manager

Humangood

Amy Selle

Vice President

corecubed

Charlotte Doyle, RN

Board Member

Libertyville Senior Council

Wes Meltzer

Director of Marketing
and Communications

Westminster Communities
of Florida

Rob Sidenburg

Senior Instructor for Advanced
Academic Writing

University of Illinois,
Urbana–Champaign

Janis Ehlers

President

The Ehlers Group, Inc.

Lauren Messmer

President

Solutions Advisors Group

Bonnie Sisson

Community Relations and
Development Coordinator

AgeSpan

Wendy Foster

Vice President

IVY Marketing Group

Jason Persinger

Chief Marketing Officer

Caring.com

Susan Sizemore

Director of Communications

FiftyForward

Denise Graab

Director, Reviews Program

& Marketing

Caring.com

Karen Reasoner

Creative Director

Porter One Design

Rabbi Dr. Chaim Joseph

Wender, F.LBC

Retired Rabbinical

Care Coordinator

Hospice of Palm Beach County

David Hodge

Chief Creative Officer

Antsey Hodge

Loren A. Roberts

Marketing Project Specialist

HumanGood

Advertising—Print

GOLD

*Ventana Life Care Awareness
Print Advertisement*

Angell Marketing

Classification: Marketing & Communications
Division: Housing

SILVER

The Retirement Resource

**Bailey Wallingford,
Maple Knoll Communities**

Classification: Mature Work & Retirement
Division: Healthcare

BRONZE

*The Vista Key Selling Point Print Ad
The Vista/Solutions Advisors Group*

Classification: Marketing & Communications
Division: Housing

MERIT

Rx Takeback Day 2021

Area Agency on Aging, Region One

Classification: Health Promotion & Wellness
Division: Community Organizations (Local/State)

MERIT

Your Leader in Aging Services

Area Agency on Aging, Region One

Classification: Marketing & Communications
Division: Community Organizations (Local/State)

Advertising—TV

GOLD

*Loneliness doesn't have to be part of aging
Council on Aging of Central Oregon*

Classification: Marketing & Communications
Division: Community Organizations (Local/State)

SILVER

*GreenFields of Geneva —
"Life is better among friends"*

Davis Harrison Dion

Classification: Marketing & Communications
Division: Housing

BRONZE

*For many seniors, hunger is the new normal
Council on Aging of Central Oregon*

Classification: Marketing & Communications
Division: Community Organizations (Local/State)

MERIT

The Arlington of Naples — "Enjoy Life"

Davis Harrison Dion

Classification: Marketing & Communications
Division: Housing

Annual Report

GOLD

*2021 Financial Ratios and Trend Analysis
of CARF-Accredited Continuing Care
Retirement Communities*

CARF International

Classification: Publications/Editorial
Division: Community Organizations (National)

SILVER

2021 Covenant Living Annual Report

**Covenant Living Communities
and Services**

Classification: Publications/Editorial
Division: Housing

SILVER

*Community Impact Report — 2021
Council on Aging of Central Oregon*

Classification: Publications/Editorial
Division: Community Organizations (Local/State)

BRONZE

*Springpoint 2020 Annual Report
Springpoint*

Classification: Publications/Editorial
Division: Housing

MERIT

*The Danish Home of Chicago —
Annual Report*

IVY Marketing Group, Inc

Classification: Publications/Editorial
Division: Community Organizations (National)

Article Series— Magazine/Newsletter/ Newspaper

GOLD

*Sisters From AARP —
Rites of Passage Series*

Sisters From AARP

Classification: Publications/Editorial
Division: Media (National)

GOLD

*The Games We Play + The Barrier Breakers
AARP The Magazine*

Classification: Publications/Editorial
Division: Media (National)

GOLD

Digital Valuables

The AARP Bulletin

Classification: Publications/Editorial
Division: Media (National)

SILVER

Medical Breakthroughs

AARP The Magazine

Classification: Publications/Editorial
Division: Media (National)

BRONZE

Diabetes Prevention Guide

AARP.org

Classification: Publications/Editorial
Division: Media (National)

BRONZE

Retirement Dreams

AARP The Magazine

Classification: Publications/Editorial
Division: Media (National)

BRONZE

Your Guide to Adult Vaccines

AARP.org

Classification: Publications/Editorial
Division: Media (National)

BRONZE

Legal issues for seniors

Kenneth Kirk/Senior Voice

Classification: Publications/Editorial
Division: Media (Local/State)

BRONZE

Senior perspective essays
Maraley McMichael/Senior Voice
 Classification: Publications/Editorial
 Division: Media (Local/State)

MERIT

Be Your Own Money Manager
AARP The Magazine
 Classification: Publications/Editorial
 Division: Media (National)

**Article—Magazine/
Newsletter/Newspaper****GOLD**

Unbreakable
AARP The Magazine
 Classification: Publications/Editorial
 Division: Media (National)
 Article—Magazine/Newsletter/Newspaper

GOLD

*10 Tips for Happy Aging From a Feisty
80-Something*
Annie Korzen for The Ethel From AARP
 Classification: Publications/Editorial
 Division: Media (National)

GOLD

Medicare Made Easy
The AARP Bulletin
 Classification: Publications/Editorial
 Division: Media (National)

SILVER

When My Ex Turns 80 I Will Be by His Side
Brahna Yassky for The Ethel From AARP
 Classification: Publications/Editorial
 Division: Media (National)

SILVER

'We Made a Difference'
Tim Dyhouse
 Classification: Publications/Editorial
 Division: Community Organizations (National)

SILVER

*As Memorial Day Approaches,
I Remember Everything*
Iris Krasnow for The Ethel from AARP
 Classification: Publications/Editorial
 Division: Media (National)

SILVER

*5 Menopause Myths That Keep You From
Living Your Best Life*
Tamara E. Holmes for Sisters From AARP
 Classification: Publications/Editorial
 Division: Media (National)

SILVER

*12 Things Your Kids Actually Might Want
to Inherit*
Bruce Horovitz | AARP.org
 Classification: Publications/Editorial
 Division: Media (National)

SILVER

*Finding Love Again After My Husband
Was Murdered*
**Maria Hiaasen from The Ethel
From AARP**
 Classification: Publications/Editorial
 Division: Media (National)

SILVER

'My Little Brothers, My Platoon'
Ismael Rodriguez Jr.
 Classification: Publications/Editorial
 Division: Community Organizations (National)

SILVER

Voices of 9/11, by Steven Greenhouse
AARP The Magazine
 Classification: Publications/Editorial
 Division: Media (National)

BRONZE

What the Pandemic Has Taught Us
The AARP Bulletin
 Classification: Publications/Editorial
 Division: Media (National)

BRONZE

Why I'm A Grateful Alcoholic
**Suzanne Hayes for The Girlfriend
From AARP**
 Classification: Publications/Editorial
 Division: Media (National)

BRONZE

*8 Warning Signs of a 'Silent' Heart Attack
That Are Easy to Overlook*
Rachel Nania | AARP.org
 Classification: Publications/Editorial
 Division: Media (National)

BRONZE

Tasty Snacks That Can Support Brain Health
**Javacia Harris Bowser for Sisters
From AARP**
 Classification: Publications/Editorial
 Division: Media (National)

BRONZE

Breaking the Silence
AARP The Magazine
 Classification: Publications/Editorial
 Division: Media (National)

BRONZE

*Hello Lovely. It's Time for Our Sisters Aging
Beautifully Contest!*
Claire McIntosh for Sisters From AARP
 Classification: Publications/Editorial
 Division: Media (National)

BRONZE

*The Perfumes That Will Always Remind Us
of Our Mothers*
**Lynn Schnurnberger for The Ethel
From AARP**
 Classification: Publications/Editorial
 Division: Media (National)

BRONZE

Sobriety Gave Him a New Meaning
Ismael Rodriguez Jr.
 Classification: Publications/Editorial
 Division: Community Organizations (National)

BRONZE

The War on Cancer
The AARP Bulletin
 Classification: Publications/Editorial
 Division: Media (National)

BRONZE

Can Ultrasound Help Treat Alzheimer's?
Rachel Nania | AARP.org
 Classification: Publications/Editorial
 Division: Media (National)

BRONZE

Beat the System!

The AARP Bulletin

Classification: Publications/Editorial

Division: Media (National)

BRONZE

Your Post-Covid Resume

The AARP Bulletin

Classification: Publications/Editorial

Division: Media (National)

MERIT

My Best Friend Was Dying And I Never Cried In Front Of Her

Sharon Elaine Edwards Taylor for The Girlfriend

Classification: Publications/Editorial

Division: Media (National)

MERIT

I Was Obsessed With My Weight Until I Did This

Laura Zinn Fromm for The Girlfriend From AARP

Classification: Publications/Editorial

Division: Media (National)

MERIT

A Tale of Two Nursing Homes

The AARP Bulletin

Classification: Publications/Editorial

Division: Media (National)

MERIT

Where in the World Is Olivia Affuso?

Javacia Harris Bowser for Sisters From AARP

Classification: Publications/Editorial

Division: Media (National)

MERIT

I'm Not a Lesbian But My Wife Is

Cindy Morgan-Jaffe for The Ethel From AARP

Classification: Publications/Editorial

Division: Media (National)

MERIT

Facing a Loss that Didn't Have to Be, by Betty Rollin

AARP The Magazine

Classification: Publications/Editorial

Division: Media (National)

MERIT

Sit and Get Fit With Full-Body Chair Workout Videos

Rebekah Sager for Sisters From AARP

Classification: Publications/Editorial

Division: Media (National)

MERIT

Jamie Lee Curtis Is Leaning In

AARP The Magazine

Classification: Publications/Editorial

Division: Media (National)

MERIT

I'm Not a Lesbian But My Wife Is

Cindy Morgan-Jaffe for The Ethel From AARP

Classification: Publications/Editorial

Division: Media (National)

MERIT

What It's Like to Buy a McDonald's in Your 50s

Kenneth Terrell | AARP.org

Classification: Publications/Editorial

Division: Media (National)

MERIT

The One Thing Fear Pushed Me To Do

Tess Clarkson for The Girlfriend from AARP

Classification: Publications/Editorial

Division: Media (National)

MERIT

This Machine Might Save Your Life

AARP The Magazine

Classification: Publications/Editorial

Division: Media (National)

MERIT

Seniors stuck with student loans:

Problems and prospects

Lawrence D. Weiss/Senior Voice

Classification: Publications/Editorial

Division: Media (Local/State)

MERIT

Taking Multiple Medications?

Beware of Side Effects

Michelle Crouch | AARP.org

Classification: Publications/Editorial

Division: Media (National)

MERIT

The One Thing Fear Pushed Me To Do

Tess Clarkson for The Girlfriend from AARP

Classification: Publications/Editorial

Division: Media (National)

MERIT

Remembering the Day of Infamy

The AARP Bulletin

Classification: Publications/Editorial

Division: Media (National)

MERIT

Perimenopausal Women May Be at Risk for Depression

Cheryl Platzman Weinstock | AARP.org

Classification: Publications/Editorial

Division: Media (National)

MERIT

A Man Explains What He Loves Most About Women Over 60

Drew Jubera for The Ethel From AARP

Classification: Publications/Editorial

Division: Media (National)

MERIT

How to Survive the Emergency Room

The AARP Bulletin

Classification: Publications/Editorial

Division: Media (National)

MERIT

Military Sexual Trauma Victim Speaks Out

Janie Dyhouse

Classification: Publications/Editorial

Division: Community Organizations (National)

MERIT

Make Your Money Last

AARP The Magazine

Classification: Publications/Editorial

Division: Media (National)

MERIT

The Best Time to Prepare for an Emergency is Right Now

Ken Stewart/Senior Voice Alaska

Classification: Publications/Editorial

Division: Media (Local/State)

Book

GOLD

American Dementia

**Daniel R. George, PhD, MSc,
And Peter J. Whitehouse, MD, PhD**

Classification: Publications/Editorial

Division: Healthcare

SILVER

*Understanding and Preventing Harmful
Interactions Between Residents with
Dementia*

Eilon Caspi, Ph.D.

Classification: Publications/Editorial

Division: Media (National)

BRONZE

Successful Senior Housing Marketing Events

Janis Ehlers

Classification: Publications/Editorial

Division: Housing

MERIT

Choices 2022 — Retiree

NYS Dept. of Civil Service, NYSHIP

Classification: Publications/Editorial

Division: Healthcare

Brochure/Booklet

GOLD

Wellcare Member Fall Prevention Booklet

ACP, Inc.

Classification: Health Promotion & Wellness

Division: Healthcare

GOLD

HumanGood Brand Brochure

**Suzanne Nagel, VP Marketing/Sarah
Jolles, Executive Director of Marketing/
Doug Hill Creative/Doug Hill, Art
Director/Roberto San Luis, Art Director/
Andrew Geroski, Designer/Loren
Roberts, Designer**

Classification: Marketing & Communications

Division: Community Organizations (National)

GOLD

Sales Collateral

**Suzanne Nagel, VP Marketing/Sarah
Jolles, Executive Director of Marketing/
Doug Hill Creative/Doug Hill, Art
Director/Roberto San Luis, Art Director/
Andrew Geroski, Designer/Loren
Roberts, Designer**

Classification: Marketing & Communications

Division: Community Organizations (National)

GOLD

The Moorings at Lewes Brochure

Springpoint

Classification: Marketing & Communications

Division: Housing

GOLD

Planning for Retirement 2021

NYS Dept. of Civil Service, NYSHIP

Classification: Mature Work & Retirement

Division: Healthcare

GOLD

*5 Questions to Ask Your Mother
or Grandmother*

**Women's Institute for a Secure
Retirement (WISER)**

Classification: Mature Work & Retirement

Division: Community Organizations (National)

GOLD

*A Practical Guide to Cancer Rights
for Seniors*

Triage Cancer

Classification: Publications/Editorial

Division: Community Organizations (National)

GOLD

Age Friendly Baltimore County Action Plan
Baltimore County Department of Aging

Classification: Publications/Editorial

Division: Government

SILVER

*The Outlook at Windhaven
Informational Brochure*

Anstey Hodge

Classification: Marketing & Communications

Division: Housing

SILVER

*The Farms at Bailey Station Signature Level
Apartments Brochure*

Anstey Hodge

Classification: Marketing & Communications

Division: Housing

SILVER

Westminster Gardens Community Brochure

**Suzanne Nagel, VP Marketing/Sarah
Jolles, Executive Director of Marketing/
Doug Hill Creative/Doug Hill, Art
Director/Roberto San Luis, Art Director/
Andrew Geroski, Designer/Loren
Roberts, Designer**

Classification: Marketing & Communications

Division: Community Organizations (National)

SILVER

What Level of Care is Best for Me?

**Bailey Wallingford, Maple Knoll
Communities**

Classification: Mature Work & Retirement

Division: Healthcare

SILVER

Medicare Options Comparison Worksheet
Triage Cancer

Classification: Publications/Editorial

Division: Community Organizations (National)

SILVER

On the Road 2021

NYS Dept. of Civil Service, NYSHIP

Classification: Publications/Editorial

Division: Healthcare

BRONZE

*A Practical Guide to Cancer Rights
for Caregivers*

Triage Cancer

Classification: Caregiving

Division: Community Organizations (National)

BRONZE

*Healthy Aging: The Social Determinants of
Health Booklet*

ACP, Inc.

Classification: Health Promotion & Wellness

Division: Healthcare

BRONZE

Mind Over Matter

Area Agency on Aging, Region One

Classification: Marketing & Communications

Division: Media (Local/State)

BRONZE

Tapping Into Technology to Stay Connected and Engaged

engAGED: The National Resource Center for Engaging Older Adults

Classification: Publications/Editorial

Division: Community Organizations (National)

BRONZE

Healthy Aging in a Pandemic World:

What Older Adults and Caregivers Need to Know Now

Eldercare Locator

Classification: Publications/Editorial

Division: Community Organizations (National)

MERIT

Be Well. Stay Well. at home!

Beneficiary Newsletter

eBrightHealth ACO

Classification: Health Promotion & Wellness

Division: Healthcare

MERIT

STAYING HOME SWEET HOME —

Aging in Place Checklist

Seasoned Times/Beth Eburn

Classification: Health Promotion & Wellness

Division: Miscellaneous Organization

MERIT

NADTC Best Practices Compendium

National Aging and Disability

Transportation Center (NADTC)

Classification: Publications/Editorial

Division: Community Organizations (National)

Calendar

MERIT

2022 BJC ACO Member Health Calendar

ACP, Inc.

Classification: Publications/Editorial

Division: Healthcare

MERIT

Health Net 2022 Medicare Member

Health Calendar

ACP, Inc.

Classification: Publications/Editorial

Division: Healthcare

Consumer Campaign/ Special Event

MERIT

Candid Conversations

Westminster Communities of Florida and

Traci Bild

Classification: Marketing & Communications

Division: Housing

Consumer Education Program

GOLD

Hurricane Education Video Series

Sun City Hilton Head Community

Association and Crescent Moon

Productions

Classification: Education/Training Programs

(multiple media)

Division: Housing

SILVER

Virtual Healthy Habits

The Oasis Institute

Classification: Education/Training Programs

(multiple media)

Division: Community Organizations (National)

BRONZE

Senior Living LIVE!

The Arbor Company

Classification: Education/Training Programs

(multiple media)

Division: Housing

MERIT

Caring Wills & Estate Planning Study

Caring.com

Classification: Education/Training Programs

(multiple media)

Division: Media (National)

Digital Publication (Blog Series)

BRONZE

Silver&Fit blog

American Specialty Health

Classification: Web-based & Mobile Resources

Division: Healthcare

Digital Publication (Blog)

GOLD

Resident Love & Friendship Stories

Community First Solutions- Abby Allen

Classification: Web-based & Mobile Resources

Division: Community Organizations (Local/State)

Digital Publication (E-Newsletter)

SILVER

GRAND Magazine Summer Edition 2021

GRAND Magazine

Classification: Web-based & Mobile Resources

Division: Media (National)

MERIT

Lucy Still Makes Me Laugh — Wiser Now

Wednesday

Wiser Now, Inc

Classification: Web-based & Mobile Resources

Division: Media (National)

MERIT

What Gender Is Your Computer? — Wiser

Now Wednesday

Wiser Now, Inc.

Classification: Web-based & Mobile Resources

Division: Media (National)

Direct Mail

GOLD

Direct Mailer Letter — Fall 2021

Council on Aging of Central Oregon

Classification: Marketing & Communications

Division: Community Organizations (Local/State)

GOLD

The Lodge Planting The Seeds Mailer

The Lodge/Solutions Advisors Group

Classification: Marketing & Communications

Division: Housing

GOLD

Villages of Imperial Pointe Showroom

Direct Mail

Villages of Imperial Pointe/Solutions Advisors Group

Classification: Marketing & Communications

Division: Housing

GOLD

Sunscape Daytona Beach Dine & Discover

Direct Mail

Sunscape Daytona Beach/Solutions Advisors Group

Classification: Marketing & Communications

Division: Housing

SILVER

Applewood Walking Tour Mailer

Applewood/Solutions Advisors Group

Classification: Marketing & Communications

Division: Housing

SILVER

Sunscape Daytona Beach Taste & Explore

Direct Mail

Sunscape Daytona Beach/Solutions Advisors Group

Classification: Marketing & Communications

Division: Housing

SILVER

Asbury Methodist Village Rise Above the

Ordinary Mailer

Asbury Communities Brand Department

Classification: Marketing & Communications

Division: Housing

SILVER

The Vista Wellness Direct Mail

The Vista/Solutions Advisors Group

Classification: Marketing & Communications

Division: Housing

SILVER

Better Together

Covenant Living Communities and Services

Classification: Marketing & Communications

Division: Housing

BRONZE

Guide to Life Plan Communities

Suzanne Nagel, VP Marketing/Sarah Jolles, Executive Director of Marketing/Sarah Jolles, Copywriter/Doug Hill Creative/Doug Hill, Art Director/Roberto San Luis, Art Director/

Classification: Marketing & Communications

Division: Community Organizations (National)

BRONZE

Winchester Gardens Halloween Party

Springpoint

Classification: Marketing & Communications

Division: Housing

BRONZE

Longhorn Village Hooked-on-You

Expansion Campaign

Angell Marketing

Classification: Marketing & Communications

Division: Housing

MERIT

GreenFields of Geneva — "Mimosas on the Veranda"

Davis Harrison Dion

Classification: Marketing & Communications

Division: Housing

Direct Mail

MERIT

The Atrium at Navesink Harbor Holiday

Lunch & Tour Event

Springpoint

Classification: Marketing & Communications

Division: Housing

MERIT

Still Think You're Not Ready?

Covenant Living Communities and Services

Classification: Marketing & Communications

Division: Housing

MERIT

Noble's Pond Adventure Awaits Event

Creating Results

Classification: Marketing & Communications

Division: Media (Local/State)

MERIT

GreenFields of Geneva —

"Mimosas on the Veranda"

Davis Harrison Dion

Classification: Marketing & Communications

Division: Housing

MERIT

Ready, Set, Go

Covenant Living Communities and Services

Classification: Marketing & Communications

Division: Housing

MERIT

The Arlington of Naples- "Estate Homes at The Arlington"

Davis Harrison Dion

Classification: Marketing & Communications

Division: Housing

MERIT

Direct Mailer Card — Fall 2021

Council on Aging of Central Oregon

Classification: Marketing & Communications

Division: Community Organizations (Local/State)

Graphic Design

GOLD

A Guide to Life Plan Communities

Suzanne Nagel, VP Marketing/Sarah Jolles, Executive Director of Marketing/Sarah Jolles, Copywriter/Doug Hill Creative/Doug Hill, Art Director/Roberto San Luis, Art Director

Classification: Art/Design

Division: Community Organizations (National)

GOLD

The Ethel

AARP

Classification: Art/Design

Division: Media (National)

GOLD

Westminster Gardens Sales Collateral Kit

Suzanne Nagel, VP Marketing/Sarah Jolles, Executive Director of Marketing / Doug Hill Creative / Doug Hill, Art Director / Roberto San Luis, Art Director / Andrew Geroski, Designer/Loren Roberts, Designer

Classification: Art/Design

Division: Community Organizations (National)

GOLD

Latino American Icons

AARP The Magazine

Classification: Art/Design

Division: Media (National)

GOLD

Avenida Cool Springs Taste Of The World Mailer

Avenida Cool Springs/Solutions Advisors Group

Classification: Art/Design

Division: Housing

SILVER

The News Rules of Computer Shopping

AARP Bulletin

Classification: Art/Design

Division: Media (National)

SILVER

Witty & Wise: Daniel Craig

AARP Bulletin

Classification: Art/Design

Division: Media (National)

SILVER

6 Clear Paths To Pass Along Wealth

AARP Bulletin

Classification: Art/Design

Division: Media (National)

SILVER

Things We Never See In A James Bond Movie

AARP Bulletin

Classification: Art/Design

Division: Media (National)

SILVER

Spot Fake Texts

AARP Bulletin

Classification: Art/Design

Division: Media (National)

SILVER

99 Great Ways to Save

AARP Bulletin

Classification: Art/Design

Division: Media (National)

SILVER

Westminster Gardens Community Brochure

Suzanne Nagel, VP Marketing/Sarah Jolles, Executive Director of Marketing / Doug Hill Creative / Doug Hill, Art Director / Roberto San Luis, Art Director / Andrew Geroski, Designer/Loren Roberts, Designer

Classification: Art/Design

Division: Community Organizations (National)

SILVER

The Arrow

AARP

Classification: Art/Design

Division: Media (National)

BRONZE

How to Be a Good Executor

AARP Bulletin

Classification: Art/Design

Division: Media (National)

BRONZE

Exercise Al Fresco

AARP Bulletin

Classification: Art/Design

Division: Media (National)

MERIT

The Girlfriend

AARP

Classification: Art/Design

Division: Media (National)

MERIT

The Mountains Wild

AARP, Members Only Access

Classification: Art/Design

Division: Media (National)

MERIT

15 Fantastic Extra Uses For Your Smartphone

AARP Bulletin

Classification: Art/Design

Division: Media (National)

MERIT

Bloom Magazine

Sarah Jolles, Executive Director of Marketing / Doug Hill Creative / Doug Hill, Art Director / Steve Belkowitz, Photographer/Amy Wilkinson, Editorial Writer/Demi Mallios, Marketing Manager

Classification: Art/Design

Division: Community Organizations (National)

MERIT

The Mansion at Rosemont, Where Life Appreciates, ad campaign

Sarah Jolles, Executive Director of Marketing/Doug Hill Creative /Andrew Geroski, Art Director/Demi Mallios, Marketing Manager

Classification: Art/Design

Division: Community Organizations (National)

Logo/Letterhead Design**GOLD**

Seafield's Naming & Branding
Creating Results

Classification: Art/Design

Division: Housing

SILVER

Emerald Heights Community Logo

Angell Marketing

Classification: Art/Design

Division: Housing

BRONZE

The Vered Community Logo Design

Angell Marketing

Classification: Art/Design

Division: Housing

MERIT

Brand Identity for The Cypress

Doggett

Classification: Art/Design

Division: Housing

MERIT

Capital Senior Solutions Logo

Devaney & Associates

Classification: Art/Design

Division: Miscellaneous Organization

MERIT

Advantage Home Care Logo

corecubed

Classification: Art/Design

Division: Healthcare

Magazine**GOLD**

AARP The Magazine, Feb/Mar 2021

AARP The Magazine

Classification: Publications/Editorial

Division: Media (National)

GOLD

Rydal Waters Bloom Magazine

Sarah Jolles, Executive Director of

Marketing / Doug Hill Creative / Doug

Hill, Art Director / Steve Belkowitz,

Photographer/Amy Wilkinson, Editorial

Writer/Demi Mallios, Marketing Manager

Classification: Publications/Editorial

Division: Community Organizations (National)

GOLD

Rydal Park Bloom Magazine

Sarah Jolles, Executive Director of

Marketing / Doug Hill Creative / Doug

Hill, Art Director / Steve Belkowitz,

Photographer/Amy Wilkinson, Editorial

Writer/Demi Mallios, Marketing Manager

Classification: Publications/Editorial

Division: Community Organizations (National)

SILVER

AARP The Magazine, June/July 2021

AARP The Magazine

Classification: Publications/Editorial

Division: Media (National)

BRONZE

LIVEWell

Ventura County Area Agency on Aging

Classification: Publications/Editorial

Division: Government

MERIT

The Mansion at Rosemone Bloom Magazine

Sarah Jolles, Executive Director of

Marketing / Doug Hill Creative / Doug

Hill, Art Director / Steve Belkowitz,

Photographer/Amy Wilkinson, Editorial

Writer/Demi Mallios, Marketing Manager

Classification: Publications/Editorial

Division: Community Organizations (National)

Marketing/Advertising Campaign**GOLD**

Happy To Be Here

Westminster Communities of Florida

Classification: Marketing & Communications

Division: Housing

SILVER

The Arlington of Naples —

"You're Closer Than You Think"

Davis Harrison Dion

Classification: Marketing & Communications

Division: Housing

BRONZE

The Farms at Bailey Station "Plan Your Journey" Event Campaign

Anstey Hodge

Classification: Marketing & Communications

Division: Housing

BRONZE

Ready, Set, Go!

Covenant Living Communities and Services

Classification: Marketing & Communications

Division: Housing

BRONZE

Friendsview Expansion Events Direct

Mail Campaign

Anstey Hodge Advertising Group

Classification: Marketing & Communications

Division: Housing

MERIT

Epworth Villa "Don't Just" Ad Series for The Oklahoman

Anstey Hodge Advertising Group

Classification: Marketing & Communications

Division: Housing

MERIT

Mulberry Health's Outcomes & Statistics Creative Campaign

Creating Results

Classification: Marketing & Communications

Division: Media (Local/State)

MERIT

Sweet and Savory

Westminster Communities of Florida

Classification: Marketing & Communications

Division: Housing

MERIT

Value of Community Digital

Display Campaign

Asbury Communities Brand Department

Classification: Marketing & Communications

Division: Housing

MERIT

H.O.P.E. by AgeOptions Promotional Video

AgeOptions, Inc.

Classification: Marketing & Communications

Division: Community Organizations (Local/State)

MERIT

Presbyterian Village North "Key Campaign" for Dallas Morning News

Anstey Hodge Advertising Group

Classification: Marketing & Communications

Division: Housing

MERIT

Spring Mill Point, Where You Fit ad campaign

Sarah Jolles, Executive Director of Marketing/Doug Hill Creative /Andrew Geroski, Art Director/Demi Mallios, Marketing Manager

Classification: Marketing & Communications
Division: Community Organizations (National)

MERIT

PruittHealth Skilled Nursing Campaign
PruittHealth

Classification: Marketing & Communications
Division: Healthcare

MERIT

The Mansion at Rosemont, Where Life Appreciates ad campaign

Sarah Jolles, Executive Director of Marketing/Doug Hill Creative /Andrew Geroski, Art Director/Demi Mallios, Marketing Manager

Classification: Marketing & Communications
Division: Community Organizations (National)

MERIT

100% Satisfaction Guarantee
Westminster Communities of Florida

Classification: Marketing & Communications
Division: Housing

Miscellaneous Marketing/Communications

GOLD

Welcome to Covenant Living of Keene
Covenant Living Communities and Services

Classification: Marketing & Communications
Division: Housing

SILVER

AARP® Staying Sharp® March Content Newsletter 2021

AARP® Staying Sharp®
Classification: Marketing & Communications
Division: Community Organizations (National)

SILVER

Experience Epworth Villa Email Series
Anstey Hodge Advertising Group

Classification: Marketing & Communications
Division: Housing

SILVER

Creative Arts at Mather
Mather

Classification: Marketing & Communications
Division: Housing

BRONZE

A La Vie — at the Vi, Weekly In-House Talk Show for Residents (...and+by+Residents)
Vi at Aventura

Classification: Marketing & Communications
Division: Housing

BRONZE

Quotes of Inspiration
Covenant Living Communities and Services

Classification: Marketing & Communications
Division: Housing

BRONZE

Council on Aging Services At A Glance 2021

Council on Aging of Central Oregon
Classification: Marketing & Communications
Division: Community Organizations (Local/State)

MERIT

5 Reason Why Now Is a Great Time to Move In

Covenant Living Communities and Services

Classification: Marketing & Communications
Division: Housing

MERIT

Live with Promise
Covenant Living Communities and Services

Classification: Marketing & Communications
Division: Housing

MERIT

Smart Homes at Splendido
Splendido

Classification: Marketing & Communications
Division: Housing

MERIT

VCAAA: La Buena Vida
Ventura County Area Agency on Aging

Classification: Marketing & Communications
Division: Government

MERIT

Maryland Relay Captioned Telephone Video
Devaney & Associates

Classification: Marketing & Communications
Division: Government

MERIT

Charter Healthcare ñ Hospice Quick Guide
Charter Healthcare

Classification: Marketing & Communications
Division: Healthcare

MERIT

The Tulsa Trumpeter
Covenant Living Communities and Services

Classification: Marketing & Communications
Division: Housing

Miscellaneous Publication/Editorial

GOLD

Stump The Maestro' Daily Facebook LIVE Musical Series

O'Connell & Goldberg Public Relations
Classification: Publications/Editorial
Division: Housing

Newsletter/Newspaper

GOLD

Empire Plan Report 2021 — Retiree
NYS Dept. of Civil Service, NYSHIP
Classification: Publications/Editorial
Division: Healthcare

GOLD

The AARP Bulletin, October 2021
The AARP Bulletin
Classification: Publications/Editorial
Division: Media (National)

GOLD

*Sisters From AARP — Summertime
June 15, 2021*

Sisters From AARP

Classification: Publications/Editorial
Division: Media (National)

GOLD

The Mather in Evanston Newsletter

The Mather in Evanston

Classification: Publications/Editorial
Division: Housing

GOLD

The AARP Bulletin, April 2021

The AARP Bulletin

Classification: Publications/Editorial
Division: Media (National)

SILVER

Summer 2021 Navigator

The Mayflower at Winter Park

Classification: Publications/Editorial
Division: Housing

SILVER

Improving balance

Mayo Clinic Health Letter

Classification: Publications/Editorial
Division: Media (National)

SILVER

The AARP Bulletin, November 2021

The AARP Bulletin

Classification: Publications/Editorial
Division: Media (National)

BRONZE

The Girlfriend From AARP May 13, 2021

The Girlfriend From AARP

Classification: Publications/Editorial
Division: Media (National)

BRONZE

*Carrying On: Strategies for Coping During
COVID and Beyond*

OutreachNC

Classification: Publications/Editorial
Division: Healthcare

MERIT

*August 2021 regular issue and
special report*

Mayo Clinic Health Letter

Classification: Publications/Editorial
Division: Media (National)

MERIT

Engage Fall 2021 My Working Years

United Methodist Communities

Classification: Publications/Editorial
Division: Healthcare

MERIT

*VCAAA Senior Nutrition Garden Newsletter
(Winter 2022)*

Ventura County Area Agency on Aging

Classification: Publications/Editorial
Division: Government

MERIT

*Checks & Balances:
A Financial Fitness Feature*

OutreachNC

Classification: Publications/Editorial
Division: Healthcare

**Online/
Digital Resource****GOLD**

*AARP® Staying Sharp® Your Brain On
Learning video*

AARP® Staying Sharp®

Classification: Health Promotion & Wellness
Division: Community Organizations (National)

GOLD

*AARP® Staying Sharp® Your Brain On
Awe Video*

AARP® Staying Sharp®

Classification: Health Promotion & Wellness
Division: Community Organizations (National)

GOLD

Aging Well in Rural Minnesota

**Minnesota River Area Agency on Aging
and Pioneer PBS**

Classification: Home & Community Based Programs
Division: Community Organizations (Local/State)

SILVER

*Triage Cancer Animated Videos
Medicare Series*

Triage Cancer

Classification: Health Promotion & Wellness
Division: Community Organizations (National)

SILVER

The Lodge

Pam Walton Productions/Alexander**Street Educational Media Online**

Classification: Mature Work & Retirement
Division: Healthcare

BRONZE

AARP Caregiver Resource Center

AARP.org

Classification: Caregiving
Division: Media (National)

BRONZE

Senior Living Options Quiz

The Arbor Company

Classification: Mature Work & Retirement
Division: Housing

BRONZE

Senior Living LIVE!

The Arbor Company

Classification: Mature Work & Retirement
Division: Housing

MERIT

Senior Living LIVE!

The Arbor Company

Classification: Caregiving
Division: Housing

MERIT

*AARP® Staying Sharp® Fitness Hero
Series video*

AARP® Staying Sharp®

Classification: Health Promotion & Wellness
Division: Community Organizations (National)

Photograph**GOLD**

Meals on Heels

AARP Instagram

Classification: Art/Design
Division: Media (National)

GOLD

Jamie Lee Curtis
AARP The Magazine
Classification: Art/Design
Division: Media (National)

GOLD

The Environmentalists
**Rick Mendoza, photographer/
Roberto San Luis, art director**
Classification: Art/Design
Division: Community Organizations (National)

GOLD

Calligrapher
**Rick Mendoza, Photographer/
Roberto San Luis, Art Director**
Classification: Art/Design
Division: Community Organizations (National)

GOLD

Real People: Tonya Ruiz
AARP The Magazine
Classification: Art/Design
Division: Media (National)

SILVER

Michael J. Fox
AARP The Magazine
Classification: Art/Design
Division: Media (National)

SILVER

Sunset at The Cypress
Doggett
Classification: Art/Design
Division: Housing

SILVER

Real People: Alvin Bamburg
AARP The Magazine
Classification: Art/Design
Division: Media (National)

SILVER

Tony Bennett
AARP The Magazine
Classification: Art/Design
Division: Media (National)

SILVER

Real People: Bob Halberstadt
AARP The Magazine
Classification: Art/Design
Division: Media (National)

SILVER

Michael J. Fox
AARP The Magazine
Classification: Art/Design
Division: Media (National)

SILVER

Underwater Fun
**Steve Belkowitz, Photographer/
Doug Hill, Art Director**
Classification: Art/Design
Division: Community Organizations (National)

SILVER

*Mark Meyers: Peaceful Valley
Donkey Rescue*
AARP Instagram
Classification: Art/Design
Division: Media (National)

SILVER

Jimmy Buffett
AARP The Magazine
Classification: Art/Design
Division: Media (National)

BRONZE

Buffalo Soldier
AARP The Magazine
Classification: Art/Design
Division: Media (National)

BRONZE

Personal Best: Joan MacDonald
AARP The Magazine
Classification: Art/Design
Division: Media (National)

BRONZE

Danny Trejo
AARP The Magazine
Classification: Art/Design
Division: Media (National)

BRONZE

Caregiving in Puerto Rico
AARP Instagram
Classification: Art/Design
Division: Media (National)

BRONZE

Real People: Ed Newman and Tony Nathan
AARP The Magazine
Classification: Art/Design
Division: Media (National)

BRONZE

Dandelion Wishes
**Rick Mendoza, Photographer/
Roberto San Luis, Art Director**
Classification: Art/Design
Division: Community Organizations (National)

BRONZE

Mountain Trail
**Rick Mendoza, Photographer/
Roberto San Luis, Art Director**
Classification: Art/Design
Division: Community Organizations (National)

BRONZE

Artists in Waiting: Michael Severin
AARP Bulletin
Classification: Art/Design
Division: Media (National)

BRONZE

The Man Who Brings Back the Dead
AARP The Magazine
Classification: Art/Design
Division: Media (National)

MERIT

Play Time
**Steve Belkowitz, Photographer/
Doug Hill, Art Director**
Classification: Art/Design
Division: Community Organizations (National)

MERIT

Dining Al Fresco at The Cypress
Doggett
Classification: Art/Design
Division: Housing

MERIT

Thomas Begay

AARP Bulletin

Classification: Art/Design

Division: Media (National)

MERIT

Senior Voice front page, Oct. 2021 issue

Michael Dinneen/Senior Voice

Classification: Art/Design

Division: Media (Local/State)

**Social Media
(Facebook)****GOLD**

Stump The Maestro' Daily Facebook LIVE

Musical Series

**O'Connell & Goldberg PR & Vi
at Aventura**

Classification: Web-based & Mobile Resources

Division: Housing

GOLD

AARP® Staying Sharp® Facebook Post 7

Quick Food Fixes For Your Brain

AARP® Staying Sharp®

Classification: Web-based & Mobile Resources

Division: Community Organizations (National)

BRONZE

[https://www.facebook.com/](https://www.facebook.com/DiPattersonAmericasGerontologist)

DiPattersonAmericasGerontologist

Di Patterson, America's Gerontologist

Classification: Web-based & Mobile Resources

Division: Media (National)

MERIT

Silver&Fit new social launch of 54 classes

American Specialty Health

Classification: Web-based & Mobile Resources

Division: Healthcare

**Social Media
(Instagram)****SILVER**

AARP Instagram

AARP

Classification: Web-based & Mobile Resources

Division: Media (National)

Total Program**BRONZE**

Charter Healthcare Service Line Brochures

Charter Healthcare

Classification: Home & Community Based Programs

Division: Healthcare

MERIT

Caring Review Call-In Line &

Promotional Materials

Caring.com

Classification: Home & Community Based Programs

Division: Media (National)

Web Site**GOLD**

What's the Power of Community?

**Suzanne Nagel, Vice President
of Marketing**

Classification: Web-based & Mobile Resources

Division: Community Organizations (National)

GOLD

Lend a Hand Home Care Website

corecubed

Classification: Web-based & Mobile Resources

Division: Healthcare

SILVER

"Different by Design" Website

The Glenridge on Palmer Ranch

Classification: Web-based & Mobile Resources

Division: Housing

SILVER

Capital Senior Solutions Website

Devaney & Associates

Classification: Web-based & Mobile Resources

Division: Miscellaneous Organization

SILVER

AARP® Staying Sharp® Website

AARP® Staying Sharp®

Classification: Web-based & Mobile Resources

Division: Community Organizations (National)

SILVER

When It's Time

Pastor Rick Craig

Classification: Web-based & Mobile Resources

Division: Community Organizations (National)

SILVER

The Clare Careers Web Page

The Clare/Solutions Advisors Group

Classification: Web-based & Mobile Resources

Division: Housing

BRONZE

Advantage Home Care Website

corecubed

Classification: Web-based & Mobile Resources

Division: Healthcare

BRONZE

Website for The Cypress

Doggett

Classification: Web-based & Mobile Resources

Division: Housing

BRONZE

Emerald Heights Community Website

Angell Marketing

Classification: Web-based & Mobile Resources

Division: Housing

BRONZE

The Davis Community Website
**The Davis Community/
 Solutions Advisors Group**
 Classification: Web-based & Mobile Resources
 Division: Housing

BRONZE

Abrio Home Care Website
corecubed
 Classification: Web-based & Mobile Resources
 Division: Healthcare

BRONZE

Villages of Imperial Pointe Website
**Villages of Imperial Pointe/
 Solutions Advisors Group**
 Classification: Web-based & Mobile Resources
 Division: Housing

BRONZE

Nightingale Homecare Website
corecubed
 Classification: Web-based & Mobile Resources
 Division: Healthcare

BRONZE

The Variel Community Website
Angell Marketing
 Classification: Web-based & Mobile Resources
 Division: Housing

BRONZE

DiPatterson.com
Di Patterson, America's Gerontologist
 Classification: Web-based & Mobile Resources
 Division: Media (National)

BRONZE

Saltbox TV
Saltbox TV
 Classification: Web-based & Mobile Resources
 Division: Media (National)

MERIT

Pathlights Web Site
Pathlights
 Classification: Web-based & Mobile Resources
 Division: Community Organizations (Local/State)

MERIT

The Outlook at Windhaven Microsite
Anstey Hodge
 Classification: Web-based & Mobile Resources
 Division: Housing

MERIT

Serenity Home Care
corecubed
 Classification: Web-based & Mobile Resources
 Division: Healthcare

**Web-based
Resource/Tool****GOLD**

*AARP® Staying Sharp® Mental Well-Being
 Challenge Series*
AARP® Staying Sharp®
 Classification: Web-based & Mobile Resources
 Division: Community Organizations (National)

SILVER

Hurricane Education Video Series
**Sun City Hilton Head Community Association
 and Crescent Moon Productions**
 Classification: Web-based & Mobile Resources
 Division: Housing

SILVER

The Vista Video Testimonial
The Vista/Solutions Advisors Group
 Classification: Web-based & Mobile Resources
 Division: Housing

BRONZE

AARP Personal Technology Resource Center
AARP.org
 Classification: Web-based & Mobile Resources
 Division: Media (National)

BRONZE

Medicare Consumer Enrollment Wizard
SCAN Health Plan
 Classification: Web-based & Mobile Resources
 Division: Insurance

BRONZE

Senior Living Census Goals Calculator
Creating Results
 Classification: Web-based & Mobile Resources
 Division: Media (National)

MERIT

*Transportation Search and Housing Search
 Web-Based Resource/Tool*
**Area Office on Aging of
 Northwestern Ohio, Inc.**
 Classification: Web-based & Mobile Resources
 Division: Community Organizations (Local/State)

MERIT

engAGED Innovations Hub
**engAGED: The National Resource Center
 for Engaging Older Adults**
 Classification: Web-based & Mobile Resources
 Division: Community Organizations (National)

A large, stylized logo consisting of two overlapping 'M' characters in a light blue color, positioned behind the text.

31st Annual
**National
Mature Media
AwardsSM**