

2023

32nd Annual

National Mature Media AwardsSM

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

Winners

2023 National Mature Media Awards Judges

We would like to thank our 2023 judges for their time and expertise in reviewing this year's entries. For more information about our 2023 judges, please visit seniorawards.com/2023winners.

Eileen Alkabes

Communications Strategist
O'Connell | Goldberg

Andy Asher

Founder
Bloomer Boomer

Lisa Bates

Chief Marketing Officer
Williamsburg Landing

Julie Blaszak

Senior Director,
Creative Services
Sg2/Vizient, Inc.

Denise Brown

Founder and Owner
The Caregiving Years
Training Academy

Beth Carey

Corporate Director for
Brand and Promotions
Acts Retirement—
Life Communities, Inc.

Jeff Doggett

Creative Director
Doggett Advertising Inc.

Charlotte Doyle, RN

Retired

Derek N. Dunham

Vice President Client Services
Varsity

Janis R. Ehlers, MBA

President
The Ehlers Group

Wendy Foster

Vice President
IVY Marketing Group

Denise Graab

Director, Reviews Program
and Marketing
Caring.com

Chris Harper

VP of Communications
The Arbor Company

David Hodge

Chief Creative Officer
Anstey Hodge
Advertising Group

Erica Horner

Home Care Sales Consultant
corecubed

Dan Hutson

Head of Marketing
Priya Living

Kathy Laurenhue

CEO
Wiser Now, Inc.

Lauren Messmer

President & CEO
Solutions Advisors Group

Caitlin Mussleman

Communications Manager
USAging

Jason Persinger

Chief Marketing Officer
Caring.com

Loren A. Roberts

Marketing Project Specialist
HumanGood

Eileen Ryan-Maruke

VP of Marketing and
Community Relations
St. Ann's Community

Wendy Schuman

Editor/Writer

Sharla Seidel

Senior Project Manager/
Multimedia Writer
corecubed

Julie Seireg, MSc

Sr. Director of Marketing
Parkinson's Foundation

Amy Selle

Vice President
corecubed

Debra Sheridan

President
IVY Marketing Group

Bonnie Sisson

Community Relations—
Fundraising Coordinator
AgeSpan

Kindred St. Germain

Senior Marketing Coordinator
Parkinson's Foundation

Advertising—Print

GOLD

July 2022 Vintage Newsmagazine

LIFE Senior Services

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

GOLD

The Clare Testimonial Ad

The Clare/Solutions Advisors Group

Classification: Marketing & Communications
Division: Housing

GOLD

The Variel Print Advertisement

Angell Marketing

Classification: Marketing & Communications
Division: Housing

GOLD

April 2022 Vintage Newsmagazine

LIFE Senior Services

Classification: Mature Work & Retirement
Division: Community Organizations (National)

SILVER

Dallas Morning News Fall Ad

Presbyterian Village North

Classification: Marketing & Communications
Division: Housing

BRONZE

Buckingham LifeCare Direct Mailer

The Buckingham/

Solutions Advisors Group

Classification: Mature Work & Retirement
Division: Housing

MERIT

2022 Volunteer Recruitment

Area Agency on Aging, Region One

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

MERIT

Belmont Village Coral Gables

Pre-Opening Advertising Campaign

Raven Creative

Classification: Marketing & Communications
Division: Miscellaneous Organization

Advertising—TV

GOLD

Meals on Wheels

Laurie Weber, Luke Francis

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

SILVER

"Your Thing. Is Our Thing."

television advertising

HumanGood and Doug Hill

Classification: Marketing & Communications
Division: Housing

BRONZE

Volunteering

Laurie Weber, Luke Francis

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

Annual Report

GOLD

Community Impact Report

**Brie Burnham, Laurie Weber,
Emma Fried-Cassorla**

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

GOLD

*Embracing Community, The 2022
Annual Report*

**Covenant Living Communities
and Services**

Classification: Publications/Editorial
Division: Housing

SILVER

*Annual Report 2022 A Year of Growing
in Community*

United Methodist Communities

Classification: Publications/Editorial
Division: Housing

BRONZE

Acts Annual Report

Acts Retirement-Life Communities

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

MERIT

*2022 Financial Ratios and Trend
Analysis of CARF-Accredited
Continuing Care Retirement
Communities*

CARF International

Classification: Publications/Editorial
Division: Financial Services

Article Series— Magazine/Newsletter/ Newspaper

GOLD

*The Graying of America's Homeless:
An Alarming Trend*

Katherine Skiba, AARP.org

Classification: Publications/Editorial
Division: Media (National)

GOLD

The Mather Aging Well

Mather

Classification: Publications/Editorial
Division: Housing

SILVER

Chatzky to the Rescue

Jean Chatzky for AARP The Magazine

Classification: Publications/Editorial
Division: Media (National)

SILVER

You Asked. We Answered.

(Three articles for three age groups.)

Mike Zimmerman, with

**Leslie Goldman, and Jessica Migala
for AARP The Magazine**

Classification: Publications/Editorial
Division: Media (National)

BRONZE

AARP Smart Guides

Alison Maxwell, AARP.org

Classification: Publications/Editorial
Division: Media (National)

MERIT

2022 LIFE Lessons

LIFE Senior Services

Classification: Publications/Editorial

Division: Community Organizations (National)

MERIT

Series: *Essays on life in Alaska*

Maraley McMichael

Classification: Publications/Editorial

Division: Media (Local/State)

MERIT

Special Report: *Long-Term Care*

David Hochman, Ann Oldenburg, and Jo Ann Jenkins for The AARP Bulletin

Classification: Publications/Editorial

Division: Media (National)

Article—
Magazine/Newsletter/
Newspaper

GOLD

"Proof That it's Never Too Late for Romance"

The Ethel from AARP

Classification: Publications/Editorial

Division: Media (National)

GOLD

"The Difficulty in Getting Over the Death of My Best Friend"

The Ethel from AARP

Classification: Publications/Editorial

Division: Media (National)

GOLD

Here's Why So Many Native Americans Serve Our Nation

AARP Veteran Report

Classification: Publications/Editorial

Division: Miscellaneous Organization

GOLD

I Witnessed History

A.J. Baime for AARP The Magazine

Classification: Publications/Editorial

Division: Media (National)

GOLD

Many Victims Struggle With Mental Health in Scams' Aftermath

Christina Ianzito, AARP.org

Classification: Publications/Editorial

Division: Media (National)

GOLD

Somebody's Mother

Chip Brown for AARP The Magazine

Classification: Publications/Editorial

Division: Media (National)

GOLD

Your All-in-One Retirement Home?

Bill Hangle, Jr. for The AARP Bulletin

Classification: Publications/Editorial

Division: Media (National)

SILVER

"She Stole My Dad's Heart, Then Tried to Get His Money. Here's What I Did Next"

Sisters From AARP

Classification: Publications/Editorial

Division: Miscellaneous Organization

SILVER

"Sheryl Lee Ralph Will Always Be a Class Act"

Sisters From AARP

Classification: Publications/Editorial

Division: Miscellaneous Organization

SILVER

"Single by Choice: Why I Am Content to Be Without a Plus-One"

The Ethel from AARP

Classification: Publications/Editorial

Division: Media (National)

SILVER

For Love of Country

Alana Nash, Jeffrey Lee Puckett, Peter Cooper, and Jim Lenahan for AARP The Magazine

Classification: Publications/Editorial

Division: Media (National)

SILVER

Helen Mirren Goes West

Tom Chiarella for

AARP The Magazine

Classification: Publications/Editorial

Division: Media (National)

SILVER

MY HERO: 'An Honor to Be in the Foxhole' at Pentagon on 9/11

AARP Veteran Report

Classification: Publications/Editorial

Division: Miscellaneous Organization

SILVER

MY HERO: Wounded Vietnam Veteran Inspired Me to Live Life This Way

AARP Veteran Report

Classification: Publications/Editorial

Division: Miscellaneous Organization

SILVER

Our Kids in Crisis

Stephen Perrine for The AARP Bulletin

Classification: Publications/Editorial

Division: Media (National)

SILVER

Protect your Finances by Choosing Senior Living

Discovery Senior Living

Classification: Publications/Editorial

Division: Miscellaneous Organization

SILVER

THEN & NOW: They Met 49 Years Ago on His POW Flight Home

AARP Veteran Report

Classification: Publications/Editorial

Division: Miscellaneous Organization

SILVER

Unnatural Causes:

The Texas Elder Murders

Lise Olsen for AARP The Magazine

Classification: Publications/Editorial

Division: Media (National)

SILVER

*What a Urologist Told Her Husband
When He Got Prostate Cancer*

The Arrow from AARP

Classification: Publications/Editorial
Division: Media (National)

SILVER

*When Flower Power Met Combat
Steel...and Fell in Love*

AARP Veteran Report

Classification: Publications/Editorial
Division: Miscellaneous Organization

BRONZE

*"Beware of Deed Theft —
Especially if Your Black Neighborhood
Is Gentrifying"*

Sisters From AARP

Classification: Publications/Editorial
Division: Miscellaneous Organization

BRONZE

*"The Hot New Way My Hubby Has
Put The Spark Back Into Our Marriage
After 30 Years Together"*

The Girlfriend from AARP

Classification: Publications/Editorial
Division: Media (National)

BRONZE

"When Both Your Parents Have Died"

The Girlfriend from AARP

Classification: Publications/Editorial
Division: Media (National)

BRONZE

*10 Supermarkets That Give Seniors
a Discount*

Donna Fuscaldo, AARP.org

Classification: Publications/Editorial
Division: Media (National)

BRONZE

Dementia Charity Is a Labor of Love

Wendy Helfenbaum

Classification: Publications/Editorial
Division: Media (National)

BRONZE

*How I Keep My Father's
Memory Alive...With Barbecue*

The Arrow from AARP

Classification: Publications/Editorial
Division: Media (National)

BRONZE

*Left Behind: The War and
Ukraine's Elders*

Lily Hyde for AARP The Magazine

Classification: Publications/Editorial
Division: Media (National)

BRONZE

*Sisters From AARP
(August 9, 2022 issue)*

Sisters From AARP

Classification: Publications/Editorial
Division: Miscellaneous Organization

BRONZE

They Served America

A.J. Baime for The AARP Bulletin

Classification: Publications/Editorial
Division: Media (National)

MERIT

*"When You're Told, 'You Look Good
for Your Age,' Here's How to Reply"*

Sisters From AARP

Classification: Publications/Editorial
Division: Miscellaneous Organization

MERIT

*6 Medical Problems That Can Mimic
Dementia — But Aren't*

Michelle Crouch, AARP.org

Classification: Publications/Editorial
Division: Media (National)

MERIT

Liam Neeson, Actually

Allison Glock for AARP The Magazine

Classification: Publications/Editorial
Division: Media (National)

MERIT

*Tax Breaks After 50 You Can't Afford
to Miss*

Patricia Amend, AARP.org

Classification: Publications/Editorial
Division: Media (National)

MERIT

The #1 Exercise to Do as You Get Older

Michelle Crouch, AARP.org

Classification: Publications/Editorial
Division: Media (National)

MERIT

The Cops on the Beat

Laura Petrecca for The AARP Bulletin

Classification: Publications/Editorial
Division: Media (National)

MERIT

The New Truth About Aging

Sari Harrar for The AARP Bulletin

Classification: Publications/Editorial
Division: Media (National)

MERIT

*THEN & NOW: How This Marine
Hostage Honors Those Who Gave
Their Lives to Rescue Him*

AARP Veteran Report

Classification: Publications/Editorial
Division: Miscellaneous Organization

MERIT

*THEN & NOW: Patrolling DMZ in
Korea Readied Me for When My Son
Was Blown Up in Iraq*

AARP Veteran Report

Classification: Publications/Editorial
Division: Miscellaneous Organization

Book**MERIT**

*Living Normally with Dementia:
One Care Home's Story and How to
Make it Yours*

May Bjerre Eiby

Classification: Publications/Editorial
Division: Media (National)

Brochure/Booklet

GOLD

2023 Wellness Guide

Tufts Health Plan

Classification: Health Promotion & Wellness

Division: Healthcare

GOLD

*Trillium Adv Healthy Aging—
SDOH Booklet*

ACP, Inc.

Classification: Health Promotion & Wellness

Division: Healthcare

GOLD

Priya Living Communities Brochure
Priya Living

Classification: Marketing & Communications

Division: Housing

SILVER

Promising Practices

Mather Institute

Classification: Health Promotion & Wellness

Division: Housing

SILVER

*Spirit360 Inspirations — Resident Life
Enrichment Programming Catalog*

Tina Prins, Stratega Marketing /

Melissa Williams, Vice President

**of Sales & Marketing, SpiriTrust
Lutheran**

Classification: Health Promotion & Wellness

Division: Housing

SILVER

Epworth Villa Dementia Brochure

Epworth Villa

Classification: Marketing & Communications

Division: Housing

SILVER

SCAN Affirm Plan (HMO)

SCAN Health Plan

Classification: Marketing & Communications

Division: Healthcare

SILVER

The Marsh Pocket Brochure

Senior Solutions Management Group

Classification: Marketing & Communications

Division: Miscellaneous Organization

SILVER

*The Outlook at Windhaven
Tri-fold Brochure*

The Outlook at Windhaven

Classification: Marketing & Communications

Division: Housing

SILVER

*Consumer Guide to Life Plan
Communities: Quality &
Financial Viability*

CARF International

Classification: Publications/Editorial

Division: Housing

SILVER

*Staying OK: Tips for Supporting
Your Social Connections and
Emotional Wellness*

**engAGED: The National Resource
Center for Engaging Older Adults and
the Eldercare Locator**

Classification: Publications/Editorial

Division: Community Organizations (National)

BRONZE

*"Art Therapy and Older Adults"
infographic, Claiborne Senior Living*

Loren A. Roberts/Hearken Creative

Classification: Marketing & Communications

Division: Housing

BRONZE

*"The Benefits of Owning a Pet"
infographic, Claiborne Senior Living*

Loren A. Roberts/Hearken Creative

Classification: Marketing & Communications

Division: Housing

BRONZE

Brochure for The Cypress of Charlotte
Doggett

Classification: Marketing & Communications

Division: Housing

BRONZE

*Brochure for The Cypress of
Hilton Head*

Doggett

Classification: Marketing & Communications

Division: Housing

BRONZE

*Five Decades and We Are Just
Getting Started*

Westminster

Classification: Marketing & Communications

Division: Healthcare

BRONZE

*Longhorn Village Expansion
Depositor Brochure*

Angell Marketing

Classification: Marketing & Communications

Division: Housing

BRONZE

Report to the Community 2022

LIFE Senior Services

Classification: Marketing & Communications

Division: Community Organizations (National)

BRONZE

Fox Hill Lifestyle Brochure

Fox Hill/Solutions Advisors Group

Classification: Mature Work & Retirement

Division: Housing

BRONZE

*Drivers Make the Difference For Older
Passengers with Vision Loss*

**The National Aging and Disability
Transportation Center (NADTC)**

Classification: Publications/Editorial

Division: Community Organizations (National)

BRONZE

*Meeting the Needs of Older
Passengers with Vision Loss: Guidance
for Transportation Providers*

**The National Aging and Disability
Transportation Center (NADTC)**

Classification: Publications/Editorial

Division: Community Organizations (National)

MERIT

Ventana Independent Living Brochure

Angell Marketing

Classification: Marketing & Communications

Division: Housing

MERIT

Transformation

**The Geneva Foundation of
Presbyterian Homes**

Classification: Mature Work & Retirement

Division: Housing

MERIT

*Ready to Volunteer...Now What?
A Guide for Older Adults on
Giving Back*

Eldercare Locator

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

Calendar**GOLD**

*2023 Fallon Health Medicare Member
Wall Calendar*

ACP, Inc.

Classification: Publications/Editorial
Division: Healthcare

SILVER

*Generations 2023--Senior Health &
Wellness Calendar*

ACP, Inc.

Classification: Publications/Editorial
Division: Media (National)

BRONZE

*2023 eBrightHealth ACO Member
14-Month Pocket Planner Calendar*

ACP, Inc.

Classification: Publications/Editorial
Division: Healthcare

MERIT

*2023 CalOptima Health Medicare
Member Wall Calendar*

ACP, Inc.

Classification: Publications/Editorial
Division: Healthcare

MERIT

*2023 CareSource Medicare
Dual Member Wall Calendar*

ACP, Inc.

Classification: Publications/Editorial
Division: Healthcare

**Consumer Education
Program****GOLD**

*2022 World Elder Abuse Awareness
Day — Elder Abuse Isn't Always
Easy to See. Together we can tackle
elder abuse*

Area Agency on Aging, Region One

Classification: Education/Training Programs
(multiple media)
Division: Community Organizations
(Local/State)

SILVER

AARP Smart Driver Course Update

AARP Driver Safety

Classification: Education/Training Programs
(multiple media)
Division: Miscellaneous Organization

MERIT

Medicare: An In-Depth Look (webinar)

Triage Cancer

Classification: Education/Training Programs
(multiple media)
Division: Community Organizations (National)

**Digital Publication
(Blog Series)****SILVER**

Aging Well Blog Series

UMH — United Methodist Homes

Classification: Web-based & Mobile Resources
Division: Housing

**Digital Publication
(E-Newsletter)****GOLD**

66 Acres of Fun Eblast

Presbyterian Village North

Classification: Web-based & Mobile Resources
Division: Housing

BRONZE

*AARP® Staying Sharp® Content
Newsletter March 2022*

AARP® Staying Sharp®

Classification: Web-based & Mobile Resources
Division: Community Organizations (National)

MERIT

*AARP® Staying Sharp® Content
Newsletter June 2022*

AARP® Staying Sharp®

Classification: Web-based & Mobile Resources
Division: Community Organizations (National)

Direct Mail**GOLD**

*"Live Large & Still in Charge"
Northside Fold-Out Mailer*

The Glenridge on Palmer Ranch

Classification: Marketing & Communications
Division: Housing

GOLD

*Epworth Villa Ladies Lunch Invitation
Epworth Villa*

Classification: Marketing & Communications
Division: Housing

GOLD

*Fashion at the Farms Invitation
The Farms at Bailey Station*

Classification: Marketing & Communications
Division: Housing

GOLD

*Following Your Rhythm Invitation
Friendsview*

Classification: Marketing & Communications
Division: Housing

GOLD

*Life VS Stuff direct mail postcard
HumanGood*

Classification: Marketing & Communications
Division: Housing

GOLD

*Ventana — Friendsgiving Direct Mail
Angell Marketing*

Classification: Marketing & Communications
Division: Housing

SILVER

A Big Band Evening at the Farms Invitation

The Farms at Bailey Station

Classification: Marketing & Communications
Division: Housing

SILVER

Buckingham Wine & Film Direct Mail

The Buckingham/Solutions Advisors Group

Classification: Marketing & Communications
Division: Housing

SILVER

Friendship Village — "Graceland"

Davis Harrison Dion

Classification: Marketing & Communications
Division: Housing

SILVER

Monroe Village Spooktacular Open House

Springpoint

Classification: Marketing & Communications
Division: Housing

SILVER

Smith Village — "World's Fair"

Davis Harrison Dion

Classification: Marketing & Communications
Division: Housing

SILVER

The Arlington of Naples — "Stardust Memories"

Davis Harrison Dion

Classification: Marketing & Communications
Division: Housing

SILVER

The Vista Downsizing Direct Mail

The Vista/Solutions Advisors Group

Classification: Marketing & Communications
Division: Housing

SILVER

Ventana — Casino Night Direct Mail

Angell Marketing

Classification: Marketing & Communications
Division: Housing

SILVER

Winchester Gardens Chefs' Throwdown

Springpoint

Classification: Marketing & Communications
Division: Housing

BRONZE

Applewood Art Show

Applewood/Solutions Advisors Group

Classification: Marketing & Communications
Division: Housing

BRONZE

Davis Promenade Invitation Direct Mail

The Davis Community/Solutions Advisors Group

Classification: Marketing & Communications
Division: Housing

MERIT

Brandon Oaks October Brunch Invitation

Brandon Oaks

Classification: Marketing & Communications
Division: Housing

MERIT

Central Park Sunset Serenade Invitation

The Farms at Bailey Station

Classification: Marketing & Communications
Division: Housing

MERIT

Phoebe Ministries Groundbreaking Event Direct Mail

Creating Results

Classification: Marketing & Communications
Division: Miscellaneous Organization

MERIT

Ventana — Parade of Homes Direct Mail

Angell Marketing

Classification: Marketing & Communications
Division: Housing

Graphic Design**GOLD**

Beloved Sister Tina: Here's Why You're 'Simply the Best'

Sisters from AARP

Classification: Art/Design
Division: Media (National)

GOLD

Life Stories

AARP The Magazine

Classification: Art/Design
Division: Media (National)

GOLD

Where Locals Geaux 3

Discovery Senior Living

Classification: Art/Design
Division: Miscellaneous Organization

SILVER

6 Ways Medicare Will Cost You

AARP Bulletin

Classification: Art/Design
Division: Media (National)

SILVER

AARP Veteran Report - Issue #3 - September 8, 2022

AARP Veteran Report

Classification: Art/Design
Division: Miscellaneous Organization

SILVER

Collage sales event direct mail design

HumanGood

Classification: Art/Design
Division: Housing

SILVER

Crypto Crooks

AARP Bulletin

Classification: Art/Design
Division: Media (National)

SILVER

Our Kids In Crisis

AARP Bulletin

Classification: Art/Design
Division: Media (National)

SILVER

Priya Living Communities Brochure

Priya Living

Classification: Art/Design

Division: Housing

BRONZE

17 Things That Will Freak Out Any Gen Xer

The Arrow from AARP

Classification: Art/Design

Division: Media (National)

BRONZE

How Bird-Watching Saved My Sanity

The Arrow from AARP

Classification: Art/Design

Division: Media (National)

BRONZE

What Is The Meaning Of Life?

The Girlfriend from AARP

Classification: Art/Design

Division: Media (National)

MERIT

6 Credit Card Tricks To Master

AARP Bulletin

Classification: Art/Design

Division: Media (National)

MERIT

A New Way To Measure Retirement Savings

AARP Bulletin

Classification: Art/Design

Division: Media (National)

MERIT

AARP Veteran Report

AARP Publications

Classification: Art/Design

Division: Media (National)

MERIT

If Ben Franklin Were Alive Today

AARP Bulletin

Classification: Art/Design

Division: Media (National)

MERIT

The Arrow from AARP

AARP Publications

Classification: Art/Design

Division: Media (National)

MERIT

The Grandma's Guide to Gender and Sexuality in the 2020s

The Ethel from AARP

Classification: Art/Design

Division: Media (National)

MERIT

What it Is Like Growing Old Alongside Your Parents

The Ethel from AARP

Classification: Art/Design

Division: Media (National)

MERIT

Where Locals Geaux 2

Discovery Senior Living

Classification: Art/Design

Division: Miscellaneous Organization

MERIT

Where To Look For Late-Life Income

AARP Bulletin

Classification: Art/Design

Division: Media (National)

MERIT

Women Reveal What Surprises Them Most About Growing Older

The Girlfriend from AARP

Classification: Art/Design

Division: Media (National)

Logo/Letterhead Design**GOLD**

The Seville Senior Living Community Logo

Angell Marketing

Classification: Art/Design

Division: Housing

SILVER

The Whitford Senior Living

Community Logo

Angell Marketing

Classification: Art/Design

Division: Housing

BRONZE

Alonzo's Restaurant Logo

Mather

Classification: Art/Design

Division: Housing

BRONZE

The Marisol Senior Living Community Logo

Angell Marketing

Classification: Art/Design

Division: Housing

MERIT

Hillside Village Rebrand

Covenant Living Communities and Services

Classification: Art/Design

Division: Healthcare

Magazine**GOLD**

LIVEWell

Ventura County Area Agency on Aging

Classification: Publications/Editorial

Division: Government

GOLD

Mirador Magazine:

Making Connections

Mirador Magazine

Classification: Publications/Editorial

Division: Media (National)

SILVER

Tel-Hai Life Winter Magazine

Tel-Hai

Classification: Publications/Editorial

Division: Housing

BRONZE

AARP The Magazine, December 2022/January 2023
Robert Love, Editor-in-Chief
 Classification: Publications/Editorial
 Division: Media (National)

BRONZE

AARP The Magazine, October/November 2022
Robert Love, Editor-in-Chief
 Classification: Publications/Editorial
 Division: Media (National)

BRONZE

Pursuits Community Lifestyle Magazine, Moravian Manor Communities
Tina Prins, Stratega Marketing / Jennifer Shutt, Director of Community Life, Moravian Manor Communities
 Classification: Publications/Editorial
 Division: Housing

BRONZE

Seasoned Times Magazine
Seasoned Times/Beth Eburn
 Classification: Publications/Editorial
 Division: Miscellaneous Organization

MERIT

AARP The Magazine, June/July 2022
Robert Love, Editor-in-Chief
 Classification: Publications/Editorial
 Division: Media (National)

MERIT

Village Life Magazine — March/April 2022
John Knox Village of Central FL
 Classification: Publications/Editorial
 Division: Miscellaneous Organization

Marketing/Advertising Campaign

GOLD

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

SILVER

Friendship Village — “Personas”
Davis Harrison Dion
 Classification: Marketing & Communications
 Division: Housing

SILVER

Silver&Fit® Blog Subscriber Growth Campaign
American Specialty Health, Engage! Creative Group
 Classification: Marketing & Communications
 Division: Healthcare

BRONZE

“Your Thing. Is Our Thing” advertising campaign
HumanGood and Doug Hill
 Classification: Marketing & Communications
 Division: Housing

BRONZE

Belmont Village La Jolla Grand Opening Digital Campaign
Raven Creative
 Classification: Marketing & Communications
 Division: Miscellaneous Organization

MERIT

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

MERIT

How old do you think I am? Real conversations with seniors & kids about aging.
St. Ann’s Community
 Classification: Marketing & Communications
 Division: Healthcare

MERIT

Unisen “You” Campaign
Creating Results
 Classification: Marketing & Communications
 Division: Miscellaneous Organization

Miscellaneous Marketing/Communications

GOLD

2022 North Scottsdale Home Delivered Meal Program Video
Area Agency on Aging, Region One
 Classification: Marketing & Communications
 Division: Community Organizations (Local/State)

GOLD

A Broadway Senior Story
Juniper Communities and The Important Story
 Classification: Marketing & Communications
 Division: Miscellaneous Organization

GOLD

Trevi Branding
Trevi Senior Living
 Classification: Marketing & Communications
 Division: Housing

SILVER

Family Partners Home — Rack Card 2
corecubed
 Classification: Marketing & Communications
 Division: Healthcare

SILVER

Meet Julio Macias, Executive Director
Covenant Living Communities and Services
 Classification: Marketing & Communications
 Division: Housing

SILVER

SAIDO Learning at Home
Covenant Living Communities and Services
 Classification: Marketing & Communications
 Division: Housing

SILVER

St. Ann's Community — Celebrating 150 Years of Caring for the Most Important People on Earth!

St. Ann's Community

Classification: Marketing & Communications
Division: Healthcare

BRONZE

Carolina Hearts Home Care Rack Card

corecubed
Classification: Marketing & Communications
Division: Healthcare

BRONZE

Celebrating Inclusion

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

BRONZE

Dakota Home Care Home Health Aide Recruitment Flyer

corecubed
Classification: Marketing & Communications
Division: Healthcare

BRONZE

Empire Plan Report 2022 — Retiree

NYS Dept of Civil Service, NYSHIP
Classification: Marketing & Communications
Division: Healthcare

BRONZE

Meet Covenant Living of Keene

Covenant Living Communities and Services
Classification: Marketing & Communications
Division: Housing

BRONZE

Meet Graham Woods, Inspiration Award Winner

Covenant Living Communities and Services
Classification: Marketing & Communications
Division: Housing

BRONZE

Pole Banners

Brie Burnham, Laurie Weber, Emma Fried-Cassorla
Classification: Marketing & Communications
Division: Community Organizations (Local/State)

MERIT

Among Friends Newsletter

IVY Marketing Group, Inc
Classification: Marketing & Communications
Division: Miscellaneous Organization

MERIT

Covenant Life Today, Season Four

Covenant Living Communities and Services
Classification: Marketing & Communications
Division: Housing

MERIT

HMO Report 2022 — Retiree

NYS Dept of Civil Service, NYSHIP
Classification: Marketing & Communications
Division: Healthcare

MERIT

Holiday Video Card/Homepage Take Over

The Glenridge on Palmer Ranch
Classification: Marketing & Communications
Division: Housing

Miscellaneous Publication/Editorial**GOLD**

Going Green

Mather Institute
Classification: Publications/Editorial
Division: Housing

SILVER

Delaware National Guard Finds Calling Caring for Seniors

IVY Marketing Group, Inc
Classification: Publications/Editorial
Division: Healthcare

BRONZE

Jewish Holiday Cooking Demo Series on Miami's NBC6 in the Mix—'Cooking with Bubbe' featuring Vi at Aventura Resident Susan Shovers

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

MERIT

Caregiver Needed: How the Nation's Workforce Shortages Make it Harder to Age Well at Home

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

Newsletter/ Newspaper**GOLD**

Next Avenue Newsletter — September 27, 2023

Next Avenue
Classification: Publications/Editorial
Division: Media (National)

GOLD

The AARP Bulletin, September 2022

Robert Love, Editor-in-Chief
Classification: Publications/Editorial
Division: Media (National)

SILVER

Greater Washington Beacon, April 2022

The Beacon Newspapers
Classification: Publications/Editorial
Division: Media (Local/State)

SILVER

The AARP Bulletin, May 2022

Robert Love, Editor-in-Chief
Classification: Publications/Editorial
Division: Media (National)

SILVER

What Cancer Taught Me About Being a Dad

The Arrow from AARP
Classification: Publications/Editorial
Division: Media (National)

BRONZE

Breast density

Mayo Clinic Health Letter

Classification: Publications/Editorial
Division: Media (National)

MERIT

Aging is Cool (Everyone is Doing It)

**Area Office on Aging of
Northwestern Ohio, Inc.**

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

MERIT

*Greater Washington Beacon,
August 2022*

The Beacon Newspapers

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

MERIT

May issue and Special Report

Mayo Clinic Health Letter

Classification: Publications/Editorial
Division: Media (National)

MERIT

October Issue

Mayo Clinic Health Letter

Classification: Publications/Editorial
Division: Media (National)

MERIT

Plant-based diets

Mayo Clinic Health Letter

Classification: Publications/Editorial
Division: Media (National)

MERIT

Senior Voice (Alaska), April 2022 edition

Older Persons Action Group, Inc.

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

MERIT

Senior Voice (Alaska), Jan. 2022 edition

Older Persons Action Group, Inc.

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

MERIT

Spring Thrive Newsletter

Presbyterian Village North

Classification: Publications/Editorial
Division: Housing

MERIT

The Active Age (August 2022)

The Active Age

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

MERIT

The Mayflower Navigator Winter 2022

The Mayflower at Winter Park

Classification: Publications/Editorial
Division: Housing

Online/Digital Resource

GOLD

Caregiver Resource Center

Nancy Kerr, AARP.org

Classification: Caregiving
Division: Media (National)

GOLD

I Had Dementia for Five Minutes:

Here's What I Learned

Melanie Bishop, Next Avenue

Classification: Caregiving
Division: Media (National)

GOLD

*2 Surprising Things That Can Cause
High Blood Pressure*

AARP Studios

Classification: Health Promotion & Wellness
Division: Media (National)

GOLD

*A Guide to Vision Changes that Can
Occur After a Stroke*

All About Vision

Classification: Health Promotion & Wellness
Division: Media (National)

SILVER

3 Horrible Habits For Your Joints

AARP Studios

Classification: Health Promotion & Wellness
Division: Media (National)

SILVER

Seminars on Brain Health and Wellness

**Ventura County Area Agency
on Aging**

Classification: Health Promotion & Wellness
Division: Government

SILVER

*What To Expect From Sex
During Menopause*

AARP Studios

Classification: Health Promotion & Wellness
Division: Media (National)

SILVER

*BCBS FEP — FEP & Medicare
Experience*

**Marieli E. Colón-Padilla, Blue Cross
Blue Shield Association Federal
Employee Program®**

Classification: Mature Work & Retirement
Division: Insurance

BRONZE

*We Are Those Guys: Four Decades on
the Pacific Crest Trail*

Mark Ray, Next Avenue

Classification: Health Promotion & Wellness
Division: Media (National)

BRONZE

*AARP Retirement Calculator:
Are You Saving Enough?*

AARP.org

Classification: Mature Work & Retirement
Division: Media (National)

MERIT

*NANA'S BOOK SERIES Digital Library
for People Living with Dementia and
Their Caregivers*

Laurette Klier, NANA'S BOOKS

Classification: Caregiving
Division: Miscellaneous Organization

MERIT

How Menopauses Messes With Your Brain

AARP Studios

Classification: Health Promotion & Wellness
Division: Media (National)

MERIT

How to Make Life Safer and Simpler for Seniors with Low Vision

All About Vision

Classification: Health Promotion & Wellness
Division: Media (National)

MERIT

me2you

Carlton Senior Living

Classification: Home & Community Based Programs
Division: Healthcare

Photograph

GOLD

Gulu and Indra Avandi portrait
HumanGood, Rick Mendoza photographer

Classification: Art/Design
Division: Housing

GOLD

Lee Brown & The Austin River Re'cers
AARP Instagram

Classification: Art/Design
Division: Media (National)

GOLD

Left Behind
AARP The Magazine

Classification: Art/Design
Division: Media (National)

GOLD

Marie Moring
AARP Instagram

Classification: Art/Design
Division: Media (National)

GOLD

Real People: Shawn Crosby

AARP The Magazine

Classification: Art/Design
Division: Media (National)

GOLD

Tom Kruzich portrait
HumanGood, Rick Mendoza photography

Classification: Art/Design
Division: Housing

SILVER

Chef Preston Clark

AARP Instagram

Classification: Art/Design
Division: Media (National)

SILVER

Helen Mirren Heads West

AARP The Magazine

Classification: Art/Design
Division: Media (National)

SILVER

How Halle Berry Found Her Groove

AARP The Magazine

Classification: Art/Design
Division: Media (National)

SILVER

Ray Wingerd portrait
HumanGood, Rick Mendoza photographer

Classification: Art/Design
Division: Housing

SILVER

The Bay Club at The Cypress
Doggett

Classification: Art/Design
Division: Housing

SILVER

Tony Doheny portrait
HumanGood, Rick Mendoza photographer

Classification: Art/Design
Division: Housing

BRONZE

JoAnn DeVries portrait
HumanGood, Steve Belkowitz photographer

Classification: Art/Design
Division: Housing

BRONZE

Sequoia Sake
AARP Instagram

Classification: Art/Design
Division: Media (National)

BRONZE

The Cypress Croquet Club
Doggett

Classification: Art/Design
Division: Housing

BRONZE

Tyler Perry Is Flying High
AARP The Magazine

Classification: Art/Design
Division: Media (National)

MERIT

Adam Sandler, Seriously?
AARP The Magazine

Classification: Art/Design
Division: Media (National)

MERIT

Bette at Dolphin Head
Doggett

Classification: Art/Design
Division: Housing

MERIT

The Crisis Everyone Must Face
AARP Bulletin

Classification: Art/Design
Division: Media (National)

MERIT

The Cypress Clubhouse
Doggett

Classification: Art/Design
Division: Housing

Social Media (Facebook)

GOLD

Couple Reunites 42 Years After Racism Broke Them Up

AARP Studios

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

GOLD

Stump The Maestro' with Vi at Aventura Residents Peter and Veronica Fuchs — SEASON 3/2022 Daily Interactive Facebook LIVE Musical Series

Vi at Aventura Residents Peter and Veronica Fuchs

Classification: Web-based & Mobile Resources
Division: Housing

SILVER

Helen Mirren Says Her Age Has 'Always Been an Asset'

AARP Studios

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

SILVER

St. Ann's Community Facebook Page

St. Ann's Community

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

MERIT

AARP® Staying Sharp® Paid Facebook Post 2022

AARP® Staying Sharp®

Classification: Web-based & Mobile Resources
Division: Community Organizations (National)

Social Media (Instagram)

MERIT

Marie Bustin' Moves + AARP

AARP Studios

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

Social Media (YouTube)

BRONZE

Denise Austin 10-Minute Workouts

AARP Studios

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

Staff/Inservice Training

MERIT

Friendly Senior Living Staff Training & Education Program

Friendly Senior Living

Classification: Education/Training Programs (multiple media)
Division: Healthcare

Total Program

BRONZE

Empower Pulmonary Program

Porter One Design

Classification: Home & Community Based Programs
Division: Housing

MERIT

Caring Stars Program — Best Senior Living & Senior Care

Caring.com / Caring LLC

Classification: Home & Community Based Programs
Division: Media (National)

Web Site

GOLD

Elderhood — Aging With Dignity

Not Born Yesterday Podcast

Classification: Web-based & Mobile Resources
Division: Miscellaneous Organization

GOLD

Partners.Caring.com Redesign

Caring.com / Caring LLC

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

GOLD

Priya Living Website

Priya Living

Classification: Web-based & Mobile Resources
Division: Housing

GOLD

Website for The Cypress of Hilton Head

Doggett

Classification: Web-based & Mobile Resources
Division: Housing

SILVER

Seasoned Times

Seasoned Times/Beth Eburn

Classification: Web-based & Mobile Resources
Division: Miscellaneous Organization

BRONZE

Abrio Living Website

corecubed

Classification: Web-based & Mobile Resources
Division: Healthcare

BRONZE

Cancer Finances: Medicare Module

Triage Cancer

Classification: Web-based & Mobile Resources
Division: Community Organizations (National)

BRONZE

Trevi Senior Living Microsite

Trevi Senior Living

Classification: Web-based & Mobile Resources

Division: Housing

BRONZE

Trilogy Foundation

Porter One Design

Classification: Web-based & Mobile Resources

Division: Housing

BRONZE

Website for The Preston Health Center

Doggett

Classification: Web-based & Mobile Resources

Division: Housing

MERIT

AARP® Staying Sharp® Website

AARP® Staying Sharp®

Classification: Web-based & Mobile Resources

Division: Community Organizations (National)

MERIT

Friendsview Website

Friendsview

Classification: Web-based & Mobile Resources

Division: Housing

MERIT

Medicare Topics Page

Triage Cancer

Classification: Web-based & Mobile Resources

Division: Community Organizations (National)

MERIT

The Clare Website

The Clare/Solutions Advisors Group

Classification: Web-based & Mobile Resources

Division: Housing

Web-based Resource/Tool**GOLD**

The Perfect Scam

AARP Studios

Classification: Web-based & Mobile Resources

Division: Media (National)

GOLD

Virtual Tour for The Cypress of Charlotte

Doggett

Classification: Web-based & Mobile Resources

Division: Housing

GOLD

What Are the Biggest Mistakes When Signing Up for Medicare?

AARP Studios

Classification: Web-based & Mobile Resources

Division: Media (National)

SILVER

Caring's 2022 Hearing Aid

Safety Scores

Caring.com

Classification: Web-based & Mobile Resources

Division: Media (National)

SILVER

Caring's 2022 Senior Living Report

Caring.com / Caring LLC

Classification: Web-based & Mobile Resources

Division: Media (National)

SILVER

Photavia The Visual Network

Joseph Hausch

Classification: Web-based & Mobile Resources

Division: Media (Local/State)

BRONZE

AARP® Staying Sharp® Blog

AARP® Staying Sharp®

Classification: Web-based & Mobile Resources

Division: Community Organizations (National)

BRONZE

PayingForSeniorCare.com Report:

Inflation's Impact on Seniors

PayingforSeniorCare.com / Caring LLC

Classification: Web-based & Mobile Resources

Division: Media (National)

BRONZE

The Farms at Bailey Station

Remarketing Ad

The Farms at Bailey Station

Classification: Web-based & Mobile Resources

Division: Housing

BRONZE

Webinar: Understanding Veteran

Benefits for Senior Care

Caring.com & Patriot Angels

Classification: Web-based & Mobile Resources

Division: Media (National)

MERIT

Photavia A Moment in Time Channel

Mark Winter

Classification: Web-based & Mobile Resources

Division: Media (National)

32nd Annual
**National
Mature Media
AwardsSM**

