

2024

33rd Annual

National Mature Media AwardsSM

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

Winners

2024 National Mature Media Awards Judges

We would like to thank our 2024 judges for their time and expertise in reviewing this year's entries. For more information about our 2024 judges, please visit seniorawards.com/2024winners.

Eileen Alkabes

Communications Strategist
O'Connell | Goldberg

Jeff Berney

Sr. Creative Director
Angell Marketing

Julie Blaszak

Senior Director,
Creative Services
Sg2/Vizient, Inc.

Beth Carey

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

Charlotte Doyle, RN

Retired

Derek Dunham

Vice President, Client Services
Varsity Branding

Janis Ehlers

President
The Ehlers Group

Denise Graab

Director, Reviews and Marketing
Caring

Jess Hall

Director of Brand and Creative
Caring

David Hodge

Chief Creative Officer
Anstey Hodge
Advertising Group

Dan Hutson

Head of Marketing
Priya Living

Julie Kenneally

Sr. Director of Marketing
Parkinson's Foundation

Jennifer Logullo

Senior Writer
corecubed

Megan Longley

VP Sales
Acts

Dave Martino

Strategy Consultant
The Strategy Shop

Wes Meltzer

Director of Marketing and
Communications
Westminster Communities of
Florida

Lauren Messmer

President & CEO
Solutions Advisors Group

Jessica Page

Communications Assistant
USAgging

Jason Persinger

Chief Marketing Officer
Caring.com

Loren Roberts

Marketing Project Specialist
HumanGood

Wendy Schuman

Editor/Writer
IVY Marketing

Amy Selle

Vice President
corecubed

Debra Sheridan

Founder/President
IVY Marketing

Monika Shvetz

Director, Marketing &
Communications
Prudential

Rob Siedenburg

Senior Instructor for Advanced
Academic Writing
University of Illinois, Urbana —
Champaign

Bonnie Sisson

Community Relations—
Fundraising Coordinator
AgeSpan

Rob Smith

Executive Creative Director
Varsity Branding

Michael Stakem

Creative Director
Creating Results, Inc.

Christina Taylor

Communications Manager
Presbyterian Manors of
Mid-America

Katie Walters

Event Manager
Bonita Bay
Community Association

Advertising—Print

GOLD

Ventana Fast-Paced Life print ad
Angell Marketing
Classification: Marketing & Communications
Division: Housing

SILVER

Home Gym, Asbury Style
Asbury Communities Brand Department
Classification: Marketing & Communications
Division: Housing

BRONZE

Navigation at Home print
Varsity
Classification: Mature Work & Retirement
Division: Housing

MERIT

Parkshore Juanita Bay — “Lake Life”
Davis Harrison Dion
Classification: Marketing & Communications
Division: Housing

MERIT

The Life You Both Deserve
Judd Harper
Classification: Marketing & Communications
Division: Housing

Advertising—TV

GOLD

Age is Just a Number Brand Ad
Acts Retirement-Life Communities
Classification: Marketing & Communications
Division: Housing

SILVER

Life in Full Color
Bailey Wallingford
Classification: Marketing & Communications
Division: Healthcare

BRONZE

Get In-verness
Covenant Living Communities and Services
Classification: Marketing & Communications
Division: Housing

MERIT

Autumn Lake Healthcare + Baltimore Ravens Partnership
Freedom Digital Media + Devaney & Associates
Classification: Marketing & Communications
Division: Healthcare

Annual Report

GOLD

Acts Annual Report
Acts Retirement Life Communities
Classification: Publications/Editorial
Division: Community Organizations (Local/State)

SILVER

Live Your Best Life Annual Report
Crossnore
Classification: Publications/Editorial
Division: Community Organizations (Local/State)

MERIT

2023 Wills and Estate Planning Study
Caring.com
Classification: Publications/Editorial
Division: Media (National)

Article Series— Magazine/Newsletter/ Newspaper

GOLD

Tech for Everybody,
edited by Jim Lenahan
AARP The Magazine
Classification: Publications/Editorial
Division: Media (National)

GOLD

The Not Old Better Show,
Prevention Magazine Editor in Chief
interview series
Sarah Smith, Editor in Chief,
Prevention Magazine
Hearst Publishing Corp
Classification: Publications/Editorial
Division: Media (National)

SILVER

Retiring While Black —
Closing the Racial Wealth Gap
AARP.org
Classification: Publications/Editorial
Division: Media (National)

BRONZE

Legal issues for seniors
Kenneth Kirk/Senior Voice
Classification: Publications/Editorial
Division: Media (Local/State)

MERIT

Senior health topics
Emily Kane for Senior Voice
Classification: Publications/Editorial
Division: Media (Local/State)

Article— Magazine/Newsletter/ Newspaper

GOLD

Crossing the Ocean with Dad
by Oliver Broudy
AARP The Magazine
Classification: Publications/Editorial
Division: Media (National)

GOLD

My First Time... by Ken Budd, Maisy
Fernandez, and Michael Grant
AARP The Magazine
Classification: Publications/Editorial
Division: Media (National)

GOLD

Relocating Nursing Home Residents Can Be Fatal. Is a Wave of 'Transfer Trauma' Coming?

AARP.org

Classification: Publications/Editorial
Division: Media (National)

GOLD

Taking the Road Slow Traveled
Edd and Cynthia Staton,
NextAvenue.org

Classification: Publications/Editorial
Division: Media (National)

GOLD

The #1 Reason to Pick Up an Instrument After 50

AARP.org

Classification: Publications/Editorial
Division: Media (National)

GOLD

The Extraordinary World of Music and the Mind by John Colapinto

AARP The Magazine

Classification: Publications/Editorial
Division: Media (National)

GOLD

The Inside Story of Your Body
by Eric Spitznagel

AARP The Magazine

Classification: Publications/Editorial
Division: Media (National)

GOLD

Your 2023 Fraud Survival Guide

AARP Bulletin

Classification: Publications/Editorial
Division: Media (National)

SILVER

"I Rarely Felt the Sting of Loneliness — Until Recently. Here's what I did that really helped."

The Ethel from AARP

Classification: Publications/Editorial
Division: Media (National)

SILVER

"Morning Stiffness? This Might Be Why"

Sisters From AARP

Classification: Publications/Editorial
Division: Media (National)

SILVER

"My Partner Still Displays Photographs of His Deceased Wife. Here's what I think about it."

The Ethel from AARP

Classification: Publications/Editorial
Division: Media (National)

SILVER

10 Foot Exercises for Balance and Stability

AARP.org

Classification: Publications/Editorial
Division: Media (National)

SILVER

America's War Against Heart Disease
by Sari Harrar

AARP Bulletin

Classification: Publications/Editorial
Division: Media (National)

SILVER

Henry Winkler's 6 Lessons of Reinvention
by Tom Chiarella

AARP The Magazine

Classification: Publications/Editorial
Division: Media (National)

SILVER

Hip pain

Mayo Clinic Health Letter

Classification: Publications/Editorial
Division: Healthcare

SILVER

Stay Safe This Summer

AARP Bulletin

Classification: Publications/Editorial
Division: Media (National)

SILVER

The March That Made History

AARP The Magazine

Classification: Publications/Editorial
Division: Media (National)

SILVER

What's In Your Shopping Cart?
by Stephen Perrine

AARP The Magazine

Classification: Publications/Editorial
Division: Media (National)

BRONZE

"This 72-Year-Old Whose Bikini Shots Went Viral Says Your Moment Is Right Now"

Sisters From AARP

Classification: Publications/Editorial
Division: Media (National)

BRONZE

"When Adult Children Need Money"

Sisters From AARP

Classification: Publications/Editorial
Division: Media (National)

BRONZE

7 Secrets of Super Agers
by Jeanne Dorin McDowell

AARP Bulletin

Classification: Publications/Editorial
Division: Media (National)

BRONZE

A Caregiver's Story
Ventura County Area Agency on Aging

Classification: Publications/Editorial
Division: Government

BRONZE

Arthritis and Pain: How Physical Therapy Can Help

OutreachNC

Classification: Publications/Editorial
Division: Miscellaneous Organization

BRONZE

Longevity Lifestyle —
CSA Journal Article

SeniorCareKelly

Classification: Publications/Editorial
Division: Miscellaneous Organization

BRONZE

Q&A John Lydon
by Rob Tannenbaum

AARP Bulletin

Classification: Publications/Editorial
Division: Media (National)

BRONZE

Why Gen X Is Freaking Out About Retirement

AARP

Classification: Publications/Editorial
Division: Media (National)

MERIT

"My First Love Was a Great Love. He died before I got closure."

The Ethel from AARP

Classification: Publications/Editorial
Division: Media (National)

MERIT

"The One Phrase That Will Age You Prematurely"

The Girlfriend from AARP

Classification: Publications/Editorial
Division: Media (National)

MERIT

12 Things That Are Free Under Medicare

AARP.org

Classification: Publications/Editorial
Division: Media (National)

MERIT

Abusive Guardianships
Edd and Cynthia Staton,
NextAvenue.org

Classification: Publications/Editorial
Division: Media (National)

MERIT

Can You Hear Me Now? by Sari Harrar
AARP Bulletin

Classification: Publications/Editorial
Division: Media (National)

MERIT

Fixing the Caregiving System
by Ann Oldenburg

AARP Bulletin

Classification: Publications/Editorial
Division: Media (National)

MERIT

How I Ruined My Credit Score
by George Mannes

AARP The Magazine

Classification: Publications/Editorial
Division: Media (National)

MERIT

Learning to Drive After 50: Tips for older drivers getting behind the wheel for the first time

Wendy Helfenbaum

Classification: Publications/Editorial
Division: Media (National)

MERIT

Lucky Man by Tom Chiarella

AARP The Magazine

Classification: Publications/Editorial
Division: Media (National)

MERIT

Medical Breakthroughs by Sari Harrar

AARP The Magazine

Classification: Publications/Editorial
Division: Media (National)

MERIT

Not-so-genius hacks for food preservation

Leslie Shallcross, for Senior Voice

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

MERIT

The \$80 Million Health Care Fraud
by Rene Ebersole

AARP The Magazine

Classification: Publications/Editorial
Division: Media (National)

MERIT

The Future of Shopping
by Lisa Lee Freeman

AARP Bulletin

Classification: Publications/Editorial
Division: Media (National)

MERIT

What's It Like to Turn 65 in 2024?

AARP.org

Classification: Publications/Editorial
Division: Media (National)

MERIT

Your 2023 Retirement Withdrawal Guide by Beth Braverman

AARP Bulletin

Classification: Publications/Editorial
Division: Media (National)

Book

GOLD

Getting Dementia Care Right: What's Not Working and How It Can Change

Anne Ellett

Classification: Publications/Editorial
Division: Media (National)

SILVER

THE WHOLE BODY RESET

AARP Books, Stephen Perrine, and Heidi Skolnik

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

BRONZE

Aging Forward: A New Path for Health, Technology, and Community

David Dunkelman and Martha Dunkelman

Classification: Publications/Editorial
Division: Media (National)

MERIT

NCCN Guidelines for Patients: Bladder Cancer

National Comprehensive Cancer Network

Classification: Publications/Editorial
Division: Miscellaneous Organization

Brochure/Booklet

GOLD

Mather Place Culinary Booklet

Mather

Classification: Marketing & Communications
Division: Housing

SILVER

Robin Run Village Booklet with Pocket

Porter One Design

Classification: Marketing & Communications
Division: Housing

SILVER

*The Life Fulfilling
Community Brochure*

PRAXEIS

Classification: Marketing & Communications
Division: Housing

BRONZE

*Enhanced Care Through Person-
Centered Introduction Books*

Laurette Klier, NANA'S BOOKS

Classification: Caregiving
Division: Healthcare

BRONZE

Fallon Health Fall Prevention Booklet

ACP, Inc.
Classification: Health Promotion & Wellness
Division: Healthcare

BRONZE

*Edgemere Saddle-Stitched Lifestyle
Brochure & Pocket Folder*

SAG/Edgemere

Classification: Marketing & Communications
Division: Housing

BRONZE

*Innovative Senior Solutions
Senior Care Brochure*

corecubed

Classification: Marketing & Communications
Division: Healthcare

BRONZE

*Paradise Valley Estates
Community Brochure*

Angell Marketing

Classification: Marketing & Communications
Division: Housing

BRONZE

Pricing Guide

Bailey Wallingford

Classification: Marketing & Communications
Division: Housing

BRONZE

Summerville Rack Brochure

SAG/Summerville

Classification: Marketing & Communications
Division: Housing

BRONZE

*Making the Most of Your Medicare
Benefits: A Guide to Navigating
Medicare With Confidence*

Patient Advocate Foundation

Classification: Publications/Editorial
Division: Insurance

MERIT

Benefits of LifeCare

Friendsview

Classification: Marketing & Communications
Division: Housing

MERIT

Empire Plan Report 2023

**NYS Department of Civil Service,
NYSHIP**

Classification: Marketing & Communications
Division: Insurance

MERIT

The Seville Community Brochure

Angell Marketing

Classification: Marketing & Communications
Division: Housing

Calendar**GOLD**

*2024 Wellcare Medicare Member
Pocket Calendar*

ACP, Inc.

Classification: Publications/Editorial
Division: Healthcare

SILVER

*2024 UPMC for Life
Medicare Calendar*

Madi Spangler

Classification: Publications/Editorial
Division: Healthcare

BRONZE

*2024 CareSource Medicare
Member Wall Calendar*

ACP, Inc.

Classification: Publications/Editorial
Division: Healthcare

MERIT

*2024 Sr Fraud Prevention
Pocket Calendar*

ACP, Inc.

Classification: Publications/Editorial
Division: Miscellaneous Organization

**Consumer Campaign/
Special Event****BRONZE**

*Caring Stars Campaign: StoryPoint
Group #1 in Senior Living*

Caring.com and StoryPoint Group

Classification: Marketing & Communications
Division: Housing

MERIT

*Caring Stars Campaign: Right at Home
#1 in Senior Care*

Caring.com & Right at Home

Classification: Marketing & Communications
Division: Healthcare

**Digital Publication
(Blog)****GOLD**

Ways to Build a Better Sandwich

American Specialty Health

Classification: Web-based & Mobile Resources
Division: Healthcare

SILVER

*The Difference Between Processed
and Ultra-Processed Food*

American Specialty Health

Classification: Web-based & Mobile Resources
Division: Healthcare

BRONZE

*9 Helpful Exercise Videos for a
Strong and Stable Back*

American Specialty Health

Classification: Web-based & Mobile Resources
Division: Healthcare

BRONZE

How to Motivate Your Partner to Get Active and How It Benefits You Both
American Specialty Health

Classification: Web-based & Mobile Resources
 Division: Healthcare

MERIT

My Breast Cancer Journey
American Specialty Health

Classification: Web-based & Mobile Resources
 Division: Healthcare

Digital Publication (E-Newsletter)

SILVER

Acts Annual Report
Acts Retirement Life Communities

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

SILVER

The Senior Spirit Newsletter
Society of Certified Senior Advisors

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

BRONZE

InterActs: A Digital Newsletter for Acts Residents & Team Members
Acts Retirement Life Communities

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

MERIT

Digital Newsletter November 2023
St. John's

Classification: Web-based & Mobile Resources
 Division: Housing

MERIT

Next Avenue newsletter: October 2023
Next Avenue

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

Direct Mail

GOLD

Splendido "Colorful Twist" Mailer
Mather

Classification: Marketing & Communications
 Division: Housing

GOLD

The Variel Cool Cocktails Mailer
Angell Marketing

Classification: Marketing & Communications
 Division: Housing

SILVER

Applewood 'Historic Bus Tour'
SAG/Applewood

Classification: Marketing & Communications
 Division: Housing

SILVER

Applewood 'Penguins on Parade'
SAG/Applewood

Classification: Marketing & Communications
 Division: Housing

SILVER

Cottage Grove Place
Casino Night Mailer
Angell Marketing

Classification: Marketing & Communications
 Division: Housing

SILVER

Crane's Mill 'Music at the Mill'
SAG/Crane's Mill

Classification: Marketing & Communications
 Division: Housing

SILVER

Emerald Heights Holiday Card
Angell Marketing

Classification: Marketing & Communications
 Division: Housing

SILVER

Highland Park Resident Testimonial
Judd Harper

Classification: Marketing & Communications
 Division: Housing

SILVER

Monroe Village Sip, Savor & Stroll
Springpoint Marketing Department

Classification: Marketing & Communications
 Division: Housing

SILVER

Mythbusters
Legacy Pointe

Classification: Marketing & Communications
 Division: Housing

SILVER

Open House Invite for
The Cypress of Charlotte
Doggett

Classification: Marketing & Communications
 Division: Housing

SILVER

Social Fitness
HumanGood

Classification: Marketing & Communications
 Division: Housing

SILVER

The Arlington of Naples —
"Islander Fest"

Davis Harrison Dion

Classification: Marketing & Communications
 Division: Housing

SILVER

The Buckingham 'Oscars'
SAG/The Buckingham

Classification: Marketing & Communications
 Division: Housing

SILVER

The Oaks at Denville "Hot Ones"
Springpoint Marketing Department

Classification: Marketing & Communications
 Division: Housing

SILVER

Winchester Gardens Art & Apps
Springpoint Marketing Department

Classification: Marketing & Communications
 Division: Housing

BRONZE

Boot Scootin' Boogie BBQ

Epworth Villa

Classification: Marketing & Communications
Division: Housing

BRONZE

Carillon Blues Brews & BBQ Mailer

Angell Marketing

Classification: Marketing & Communications
Division: Housing

BRONZE

Dementia Series

Canterbury Court

Classification: Marketing & Communications
Division: Housing

BRONZE

Marketing on the Move

Legacy Pointe

Classification: Marketing & Communications
Division: Housing

BRONZE

Summer Solstice

The Farms at Bailey Station

Classification: Marketing & Communications
Division: Housing

BRONZE

Taste of Presbyterian Village North

Presbyterian Village North

Classification: Marketing & Communications
Division: Insurance

BRONZE

The Variel Walk in Our Shoes Mailer

Angell Marketing

Classification: Marketing & Communications
Division: Housing

BRONZE

Winchester Gardens Lobster Party

Springpoint Marketing Department

Classification: Marketing & Communications
Division: Housing

MERIT

August Brunches

Rockwood at Whitworth

Classification: Marketing & Communications
Division: Housing

MERIT

Horizon House 'Taste of Tomorrow'

SAG/Horizon House

Classification: Marketing & Communications
Division: Housing

Graphic Design**GOLD**

Relocating Nursing Home Residents

Can Be Fatal. Is a Wave of 'Transfer Trauma' Coming?

AARP

Classification: Art/Design
Division: Media (National)

GOLD

She Wants You To Cut WHAT?

The Arrow from AARP

Classification: Art/Design
Division: Media (National)

GOLD

The Girlfriend from AARP

AARP Publications

Classification: Art/Design
Division: Media (National)

SILVER

Learning to Live With Tinnitus

AARP The Magazine

Classification: Art/Design
Division: Media (National)

SILVER

Navigating the Many Challenges of Caregiving

The Ethel from AARP

Classification: Art/Design
Division: Media (National)

SILVER

The Workout Plan for the 40+-Year-Old Penis

The Arrow from AARP

Classification: Art/Design
Division: Media (National)

BRONZE

6+ Depression Signs Doctors May Miss

Sisters from AARP

Classification: Art/Design
Division: Media (National)

BRONZE

A Visual Guide to Fraud

AARP Bulletin

Classification: Art/Design
Division: Media (National)

BRONZE

AARP Experience Counts

AARP Publications

Classification: Art/Design
Division: Media (National)

BRONZE

Covenant Living Community

Brochures Update

Covenant Living Communities and Services

Classification: Art/Design
Division: Housing

BRONZE

Is It Ever OK to Cheat on Your Very Sick Spouse?

The Ethel from AARP

Classification: Art/Design
Division: Media (National)

BRONZE

Is It Just Me Flashing Or Is It Hot In Here?

The Girlfriend from AARP

Classification: Art/Design
Division: Media (National)

BRONZE

Medicare After A Public-Sector Career

AARP Bulletin

Classification: Art/Design
Division: Media (National)

BRONZE

The Brave New World of Shopping

AARP Bulletin

Classification: Art/Design
Division: Media (National)

BRONZE

The Ethel from AARP
AARP Publications
 Classification: Art/Design
 Division: Media (National)

BRONZE

What A Ride!
AARP Bulletin
 Classification: Art/Design
 Division: Media (National)

BRONZE

What It Means When You Suddenly Feel Old
The Arrow from AARP
 Classification: Art/Design
 Division: Media (National)

MERIT

AARP Veteran Report
AARP Publications
 Classification: Art/Design
 Division: Media (National)

MERIT

Abernathy Home Care Facebook Cover Photo
corecubed
 Classification: Art/Design
 Division: Healthcare

MERIT

Covenant Living Annual Report 2023
Covenant Living Communities and Services
 Classification: Art/Design
 Division: Housing

MERIT

Crossing the Ocean With Dad
AARP The Magazine
 Classification: Art/Design
 Division: Media (National)

MERIT

Responsive Home Care 2024 Calendar
corecubed
 Classification: Art/Design
 Division: Healthcare

MERIT

The Inside Story of Your Body
AARP The Magazine
 Classification: Art/Design
 Division: Media (National)

MERIT

When A Loved One Gets Scammed
AARP Bulletin
 Classification: Art/Design
 Division: Media (National)

MERIT

Your 2023 Fraud Survival Guide
AARP Bulletin
 Classification: Art/Design
 Division: Media (National)

Logo/Letterhead Design**GOLD**

Wellsential Health Logo & Visual Identity
Devaney & Associates
 Classification: Art/Design
 Division: Healthcare

SILVER

Compassionate Care Home Health 25th Anniversary Logo
corecubed
 Classification: Art/Design
 Division: Healthcare

BRONZE

Arvum Senior Living
STAT Marketing a Division of Discovery Senior Living
 Classification: Art/Design
 Division: Housing

MERIT

Immanuel Living Logo
SAG/Immanuel Living
 Classification: Art/Design
 Division: Housing

MERIT

Kingswood Senior Living Community logo
Varsity
 Classification: Art/Design
 Division: Housing

Magazine**GOLD**

AARP The Magazine, June/July 2023
AARP The Magazine
 Classification: Publications/Editorial
 Division: Media (National)

GOLD

Journal 93/Volume 3, 2023 — Workforce
Society of Certified Senior Advisors
 Classification: Publications/Editorial
 Division: Miscellaneous Organization

SILVER

AARP The Magazine, August/September 2023
AARP The Magazine
 Classification: Publications/Editorial
 Division: Media (National)

SILVER

AARP The Magazine, December 2023/January 2024
AARP The Magazine
 Classification: Publications/Editorial
 Division: Media (National)

SILVER

Connect Resource Guide
AgeWays Nonprofit Senior Services
 Classification: Publications/Editorial
 Division: Community Organizations (Local/State)

SILVER

engage! Magazine, Vol 12 No. 1: Dining Deliciously
United Methodist Communities
 Classification: Publications/Editorial
 Division: Housing

SILVER

The Age Issue (digital-only bonus issue)

AARP The Magazine

Classification: Publications/Editorial
Division: Media (National)

BRONZE

Journal 91/Volume 1, 2023 — Intimacy
Society of Certified Senior Advisors

Classification: Publications/Editorial
Division: Miscellaneous Organization

BRONZE

Journal 91/Volume 2, 2023
Society of Certified Senior Advisors

Classification: Publications/Editorial
Division: Miscellaneous Organization

BRONZE

*Living @ Sun City Carolina Lakes
Fifteenth Anniversary Issue*
**Living @ Sun City Carolina Lakes
Publishers Guild**

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

BRONZE

Seasoned Times Magazine
Seasoned Times/Beth Eburn

Classification: Publications/Editorial
Division: Miscellaneous Organization

MERIT

*Living @ Sun City Carolina Lakes
Fifteenth Anniversary Issue*
**Living @ Sun City Carolina Lakes
Publishers Guild**

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

MERIT

*Mirador Magazine:
Making Connections*
Mirador Magazine

Classification: Publications/Editorial
Division: Media (National)

**Marketing/Advertising
Campaign****GOLD**

Front Door Club collateral
HumanGood

Classification: Marketing & Communications
Division: Housing

SILVER

*Covenant Living at Inverness
GET IN Campaign*
Twenty Two Creative

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

SILVER

Direct Mail Campaign
Presbyterian Village North

Classification: Marketing & Communications
Division: Housing

SILVER

Live the Life you Love Campaign
Acts Retirement-Life Communities

Classification: Marketing & Communications
Division: Housing

SILVER

Rydal Park & Waters sales collateral kit
HumanGood

Classification: Marketing & Communications
Division: Housing

SILVER

Rydal Park advertising campaign
HumanGood

Classification: Marketing & Communications
Division: Housing

SILVER

Stories Speak Volumes
**STAT Marketing a Division of
Discovery Senior Living**

Classification: Marketing & Communications
Division: Housing

SILVER

The Variel Stories Campaign
Angell Marketing

Classification: Marketing & Communications
Division: Housing

BRONZE

AJT Campaign
Canterbury Court

Classification: Marketing & Communications
Division: Housing

BRONZE

HOME — Friendship
**STAT Marketing a Division of
Discovery Senior Living**

Classification: Marketing & Communications
Division: Housing

MERIT

Aging Solo
Westminster Communities of Florida

Classification: Marketing & Communications
Division: Housing

MERIT

Do-It-Together Marketing Campaign
Mather

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

MERIT

*Hillside advertising and
direct mail campaign*
HumanGood

Classification: Marketing & Communications
Division: Housing

MERIT

Morning Buzz
Presbyterian Village North

Classification: Marketing & Communications
Division: Housing

MERIT

Parade of Homes
Westminster Winter Park

Classification: Marketing & Communications
Division: Housing

MERIT

*The Mansion at Rosemont
advertising campaign*
HumanGood

Classification: Marketing & Communications
Division: Housing

Miscellaneous Marketing/ Communications

GOLD

Mather Place Chef Feature

Mather

Classification: Marketing & Communications
Division: Housing

GOLD

The Senior Meals Program

Metro Television

Classification: Marketing & Communications
Division: Government

SILVER

Spring Buzz

The Farms at Bailey Station

Classification: Marketing & Communications
Division: Housing

BRONZE

At A Glance 2024 — Retiree

NYS Department of Civil Service, NYSHIP

Classification: Marketing & Communications
Division: Government

BRONZE

*Homewatch Caregivers Nutrition
for Elders Flyer*

corecubed

Classification: Marketing & Communications
Division: Healthcare

BRONZE

Inspiration Award Winner Feature: Jill

Covenant Living Communities and Services

Classification: Marketing & Communications
Division: Housing

BRONZE

It's Time to Summit 2024

Covenant Living Communities and Services

Classification: Marketing & Communications
Division: Housing

BRONZE

resident Feature: Protecting Presidents

Covenant Living Communities and Services

Classification: Marketing & Communications
Division: Housing

BRONZE

Workday 2.0 Promo

Covenant Living Communities and Services

Classification: Marketing & Communications
Division: Housing

MERIT

Choices 2024 — Retiree

NYS Department of Civil Service, NYSHIP

Classification: Marketing & Communications
Division: Insurance

MERIT

Inspiration Award Winner Feature: Troy

Covenant Living Communities and Services

Classification: Marketing & Communications
Division: Housing

Newsletter/ Newspaper

GOLD

AARP Bulletin, January/February 2023

AARP Bulletin

Classification: Publications/Editorial
Division: Media (National)

SILVER

*2023 UPMC for Life Caring for Life
Issue 2 Large Print*

Matthew Gilligan

Classification: Publications/Editorial
Division: Healthcare

BRONZE

AARP Bulletin, November 2023

AARP Bulletin

Classification: Publications/Editorial
Division: Media (National)

BRONZE

*AARP Experience Counts —
April 4, 2024 issue*

AARP Experience Counts

Classification: Publications/Editorial
Division: Miscellaneous Organization

BRONZE

*Acts Annual Report: Celebrating 50
Years of Loving-Kindness*

Acts Retirement Life Communities

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

BRONZE

Choices 20th Anniversary Issue

The Glenridge on Palmer Ranch

Classification: Publications/Editorial
Division: Housing

BRONZE

Senior Voice (Alaska) July 2023 edition

Older Persons Action Group, Inc.

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

MERIT

*InterActs: A Digital Publication for Acts
Residents & Team Members*

Acts Retirement-Life Communities

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

MERIT

Resense Register

Resense LLC

Classification: Publications/Editorial
Division: Miscellaneous Organization

Online/Digital Resource

GOLD

*Prayers to the Great Spirit
(Part of NANA'S BOOKS Series)*

Laurette Klier, NANA'S BOOKS

Classification: Caregiving
Division: Media (National)

GOLD

The Memory Whisperer Podcast

Dana Territo

Classification: Caregiving

Division: Healthcare

GOLD

Woman Uses Improv to Bring Joy to People with Dementia

AARP Studios

Classification: Caregiving

Division: Media (National)

GOLD

These Tips Can Keep Diabetes From Killing Your Sex Life

AARP Studios

Classification: Health Promotion & Wellness

Division: Media (National)

GOLD

How to Use a Fire Extinguisher

AARP Studios

Classification: Home & Community Based Programs

Division: Media (National)

SILVER

Educating Caregivers about Age-Friendly Care on behalf of The John A. Hartford Foundation

McCabe Message Partners

Classification: Caregiving

Division: Healthcare

SILVER

Fitness Guru Denise Austin, 66, Reveals Three 'Crucial' Exercises for People Over 50

AARP Studios

Classification: Health Promotion & Wellness

Division: Media (National)

SILVER

Geographic Atrophy

All About Vision

Classification: Health Promotion & Wellness

Division: Media (National)

SILVER

Longevity Lifestyles:

How to Live Longer — or Not

Lisa beach and Sharon Kehnemui

Classification: Health Promotion & Wellness

Division: Miscellaneous Organization

SILVER

This Doctor Explains Why Eating Fat Doesn't Make You Fat

AARP Studios

Classification: Health Promotion & Wellness

Division: Media (National)

SILVER

'Huge Heart': This Vietnam Veteran is Now a Beloved School Bus Driver

Katherine Gustafson,

AARP Experience Counts

Classification: Mature Work & Retirement

Division: Miscellaneous Organization

BRONZE

Guide To Sexual Health & STIs in Retirement Homes

Caring.com

Classification: Health Promotion & Wellness

Division: Media (National)

BRONZE

Triage Health Estate Planning Hub

Triage Cancer

Classification: Health Promotion & Wellness

Division: Community Organizations (National)

MERIT

Online Dementia Resource Center for Caregivers

St. John's

Classification: Caregiving

Division: Housing

MERIT

Does Medicare Cover Cataract Surgery Costs?

All About Vision

Classification: Health Promotion & Wellness

Division: Media (National)

MERIT

How to Put Out a Grease Fire

AARP Studios

Classification: Home & Community Based Programs

Division: Media (National)

MERIT

Meal Box Kits Program

AgeOptions

Classification: Home & Community Based Programs

Division: Community Organizations (Local/State)

Photograph**GOLD**

Henry Winkler's 6 Lessons of Reinvention

AARP The Magazine

Classification: Art/Design

Division: Media (National)

GOLD

How the Pros Fall Safely

AARP Bulletin

Classification: Art/Design

Division: Media (National)

GOLD

Jason Fann, Nest Maker

AARP Instagram

Classification: Art/Design

Division: Media (National)

SILVER

Real People: Marie Moring

AARP The Magazine

Classification: Art/Design

Division: Media (National)

SILVER

Rydal Park & Waters, Barbara and Carole Lidner portrait

HumanGood

Classification: Art/Design

Division: Housing

SILVER

Springhouse, resident photo

HumanGood

Classification: Art/Design

Division: Housing

BRONZE

Hillside, Rod MacDonald Portrait

HumanGood

Classification: Art/Design

Division: Housing

BRONZE

Pickleball etiquette: Tapping paddles

Jim Lavrakas and Senior Voice

Classification: Art/Design

Division: Media (Local/State)

BRONZE

Real People: Women in the Wild

AARP The Magazine

Classification: Art/Design

Division: Media (National)

BRONZE

Sheryl Lee Ralph, Nothing but Class

AARP The Magazine

Classification: Art/Design

Division: Media (National)

BRONZE

*Spring Mill Pointe,
Sandy Schaeffer portrait*

HumanGood

Classification: Art/Design

Division: Housing

BRONZE

Start Your Own Sexual Revolution

AARP The Magazine

Classification: Art/Design

Division: Media (National)

BRONZE

The Force In The Woods

AARP Instagram

Classification: Art/Design

Division: Media (National)

MERIT

Hillside, resident photo

HumanGood

Classification: Art/Design

Division: Housing

MERIT

The Mansion at Rosemont,

Terry Shepard and

Debra Thomas portrait

HumanGood

Classification: Art/Design

Division: Housing

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

*At 81, Adventurous BFFs Traveled the
World in 80 Days*

AARP Studios

Classification: Web-based & Mobile Resources

Division: Media (National)

GOLD

*Florida Couple Runs a Retirement
Home for Cats*

AARP Studios

Classification: Web-based & Mobile Resources

Division: Media (National)

GOLD

*Godmother of BMX Racing Opened
the Gates for Women*

AARP Studios

Classification: Web-based & Mobile Resources

Division: Media (National)

GOLD

*Henry Winkler Escaped 'Fonzie' by
Reinventing Himself*

AARP Studios

Classification: Web-based & Mobile Resources

Division: Media (National)

GOLD

The Ethel Circle from AARP

AARP

Classification: Web-based & Mobile Resources

Division: Media (National)

SILVER

Choreograph, A Place to...

**STAT Marketing a Division of
Discovery Senior Living**

Classification: Web-based & Mobile Resources

Division: Housing

SILVER

Facebook for The Preston

Health Center

Doggett

Classification: Web-based & Mobile Resources

Division: Housing

BRONZE

*Daily Affirmations for Aging Well From
Sheryl Lee Ralph*

AARP Studios

Classification: Web-based & Mobile Resources

Division: Media (National)

BRONZE

*Facebook for The Cypress
of Hilton Head*

Doggett

Classification: Web-based & Mobile Resources

Division: Housing

BRONZE

*Former Teen Star Wants Women to
Face Aging Without Fear*

AARP Studios

Classification: Web-based & Mobile Resources

Division: Media (National)

**Social Media
(Instagram)****BRONZE**

*Instagram for The Cypress
of Hilton Head*

Doggett

Classification: Web-based & Mobile Resources

Division: Housing

MERIT

Follow Acts on Instagram!

Acts Retirement-Life Communities

Classification: Web-based & Mobile Resources

Division: Community Organizations

(Local/State)

Social Media (YouTube)

SILVER

Gary Knows

**Ventura County Area Agency
on Aging**

Classification: Web-based & Mobile Resources
Division: Government

BRONZE

Going Tiny with AARP

AARP Studios

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

Staff/Inservice Training

SILVER

*UPMC for Life Medicare Broker
Agent Handbook*

Matthew Gilligan

Classification: Education/Training Programs
Division: Healthcare

SILVER

*Webinar — New Advancements in
Alzheimer's Treatments*

Caring.com

Classification: Education/Training Programs
Division: Media (National)

Total Program

GOLD

*Family — The Secret Sauce to
Senior Living*

Judd Harper

Classification: Home & Community
Based Programs
Division: Housing

SILVER

SILVER&Fit® Well-Being Club Launch

American Specialty Health

Classification: Health Promotion & Wellness
Division: Healthcare

BRONZE

Opus East Memphis Grand Opening

Judd Harper

Classification: Home & Community
Based Programs
Division: Housing

MERIT

Acts' Blue Zones Marketing Campaign

Acts Marketing Team

Classification: Health Promotion & Wellness
Division: Housing

Web Site

GOLD

Peconic Landing Website

SAG/Peconic Landing

Classification: Web-based & Mobile Resources
Division: Housing

SILVER

CSA Conference Website

Society of Certified Senior Advisors

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

SILVER

Hillside website

HumanGood

Classification: Web-based & Mobile Resources
Division: Housing

SILVER

Longhorn Village website

Angell Marketing

Classification: Web-based & Mobile Resources
Division: Housing

SILVER

Regents Point website

HumanGood

Classification: Web-based & Mobile Resources
Division: Housing

SILVER

*Virtual Tour at The Cypress
of Hilton Head*

Doggett

Classification: Web-based & Mobile Resources
Division: Housing

BRONZE

Millions of Older Adults Needlessly Live in Poverty

MP Dunleavy

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

BRONZE

Old Friends: The Story of a Guitar and a 50-Year Relationship

Dan Gjelten

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

BRONZE

Superior Senior Home Care New Website

corecubed

Classification: Web-based & Mobile Resources
Division: Healthcare

MERIT

Applewood Website

SAG/Applewood

Classification: Web-based & Mobile Resources
Division: Housing

MERIT

Arbor Terrace Lakeway New Website Refresh

Judd Harper

Classification: Web-based & Mobile Resources
Division: Housing

MERIT

Edgemere Website

SAG/Edgemere

Classification: Web-based & Mobile Resources
Division: Housing

MERIT

Fox Hill Website

SAG/Fox Hill

Classification: Web-based & Mobile Resources
Division: Housing

MERIT

Horizon House PPC Landing Page

SAG/Horizon House

Classification: Web-based & Mobile Resources
Division: Housing

MERIT

Patients First Home Care New Website

corecubed

Classification: Web-based & Mobile Resources
Division: Healthcare

MERIT

The Mansion at Rosemont website

HumanGood

Classification: Web-based & Mobile Resources
Division: Housing

MERIT

Website for The Stewart Health Center

Doggett

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)

SILVER

Caring.com Senior Living & Senior Care Directory — Provider & Geo Page Redesign

Caring.com

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

BRONZE

AARP's Guide to Pickleball

AARP.org

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

MERIT

Caring.com — Consumer Review Online Submission Improvements

Caring.com

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

MERIT

Do-It-Together Web Based Tool

Mather

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

33rd Annual
**National
Mature Media
AwardsSM**

