

FACT SHEET

9th Annual New Product & Technology Awards®

Recognizing Innovative Products, Services, & Technologies for Older Adults and Their Families

What is the New Product & Technology Awards®?

The competition, entering its 9th year, recognizes the nation's best technologies, products, and services for older adults. The awards program also recognizes web-based and mobile resources. Awards are given by category and division; for 2020, there are 58 entry categories and 15 divisions. Visit agingawards.com for details.

Who Can Enter the Competition?

Any public, private, or non-profit organization may submit a product, service, or technology entry for the 2020 awards.

What Do Award Winners Receive?

Gold, Silver, Bronze, and Merit recognition is awarded by entry category and division. Winning entrants receive colorful award certificates, a one-year license to use the official awards logo, listing on the agingawards.com website, a list of all 2020 winners, and other resources to help promote your achievement.

Recent New Product & Technology Awards Winners Include:

Area Agencies on Aging • Cognifit • Dakim • e-Care Diary • GlynnDevins • the Hartford • Medicare Health Plans • Minnesota Board on Aging • National Institute on Aging • NavGate Technologies • Retirement Communities • Senior Navigator • Touchtown

Who Organizes the Awards Competition?

The New Product & Technology Awards is organized by the *Mature Market Resource Center* (MMRC), a 30-year-old national clearinghouse for professionals who work in senior markets. Other well-known MMRC programs include the 27-year-old *National Senior Health & Fitness Day*® (fitnessday.com) and the 29-year-old *National Mature Media Awards*™ (seniorawards.com).

For More Details and How to Enter:

Visit agingawards.com for 2020 entry information and deadline, judging criteria, entry categories and divisions, and the online entry procedure.