

For Immediate Release

Competition Now Open for the Ninth Annual New Product & Technology Awards® — Recognizing Innovative Products, Services, and Technologies for Older Adults and Their Families

The 9th annual *New Product & Technology Awards*® is now accepting entries for the 2020 competition. Complete details about the awards program and a PDF copy of the entry form are available at agingawards.com. The deadline for submissions is Wednesday, September 30th, and the fee is \$68 per entry.

Now entering its ninth year, the *New Product & Technology Awards* is the only competition of its kind that recognizes the nation's and world's best technologies, products, and services for older adults and their families. For 2020, there are 41 entry categories and 15 entry divisions. A panel of senior product and technology experts will review and score each entry on a scale of 1 to 100 points. *Gold, Silver, Bronze, and Merit* recognitions will be awarded by Division and Category, based on the judges' scores. Details on the entry categories and judging criteria can be found at agingawards.com.

"With the current Coronavirus crisis, online technologies and innovative products for seniors and their families are more important than ever," adds Ben Bowman, awards coordinator. He continues, "For this year's competition, we are expecting a number of entries that help seniors cope with this crisis."

Recent New Product & Technology Awards winners include: *Area Agencies on Aging, American Specialty Health, Blue Cross Blue Shield Plans, Cardiacom, Cognifit, Dakim, Eversound, GeriJoy, GlynnDevins, The Goodman Group, The Hartford, Home Instead Senior Care, Lively, Inc., Medicare Health Plans, the National Institute on Aging, NavGate Technologies, Sit and Be Fit, and Retirement Communities.*

National Sponsors of the 9th annual awards include: the *Heartline Study* (heartline.com), the *American Society on Aging* (asaging.org), *Mary Furlong & Associates* (maryfurlong.com) *Home Care Technology Report* (homecaretechreport.com) and *American Custom Publishing* (seniorcalendars.com).

The *Mature Market Resource Center* (MMRC), organizer of the *New Product & Technology Awards*, is a national clearinghouse for professionals who work in senior markets. In addition to the *New Product & Technology Awards*, the MMRC organizes the 29-year-old *National Mature Media Awards*SM, the nation's largest program of its kind (seniorawards.com), the 27th annual *National Senior Health & Fitness Day*® the nation's largest older adult health and wellness event (fitnessday.com), and the *Mature Fitness Awards*SM, the first national fitness recognition program for older adults.

For more information, contact:

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