

# FACT SHEET

## 10th 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, now celebrating its 10th anniversary, recognizes the nation's best technologies, products, and services for older adults. The awards program also recognizes web-based, mobile resources and new AI categories. Awards are given by category and division; for 2025, there are 41 entry categories and 15 divisions. Visit [agingawards.com](http://agingawards.com) for details. The entry deadline is July 25, 2025.

### Who Can Enter the Competition?

Any public, private, or non-profit organization may submit a product, service, or technology entry for the 2025 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](http://agingawards.com) website, a list of all 2025 winners, and other resources to help promote your achievement.

### Recent New Product & Technology Awards Winners Include:

Ageless Innovation/Joy for All Companion Pets • Area Agencies on Aging • American Specialty Health • AudioCardio • Cardiocom • Cognifit • Eversound • GeriJoy • The Goodman Group • The Hartford • Home Instead Senior Care • Intuition Robotics/ElliQ • Medicare Health Plans • The National Institute on Aging • NavGate Technologies • Oasis Institute • Sit and Be Fit • Smithsonian Institution • Speak2 Family • TekTone • Retirement Communities

### Who Organizes the Awards Competition?

The New Product & Technology Awards is organized by the *Mature Market Resource Center* (MMRC), a 35-year-old national clearinghouse for professionals who work in senior markets. Other well-known MMRC programs include the 33-year-old *National Senior Health & Fitness Day®* ([fitnessday.com](http://fitnessday.com)) and the 34-year-old *National Mature Media Awards*<sup>SM</sup> ([seniorawards.com](http://seniorawards.com)).

### For More Details and How to Enter:

Visit [agingawards.com](http://agingawards.com) for 2025 entry information and deadline, judging criteria, entry categories and divisions, and the online entry procedure.