

The Mature Market Resource Center's



Recognizing Innovative Products & Services
for Older Adults and Their Families.

*An Awards Recognition Program
from the Mature Market Resource Center*
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For Immediate Release

Winners Announced for 9th Annual New Product & Technology Awards®

LIBERTYVILLE, IL — The *Mature Market Resource Center*SM announced the winners in for the 9th Annual *New Product & Technology Awards*® which honors the world's best new products and technologies for the senior market. The competition, held yearly, featured 41 categories in 15 divisions. A panel of experts in the senior market space served as judges and selected gold, silver, bronze, and merit winners from the entries.

2020 Gold Award winners include: Alango—Wear & Hear; Intuition Robotics; and Vayyar. A complete list of winners and entry categories can be found at agingawards.com.

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 clearing-house 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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