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For Immediate Release

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**2010 National Awards Honor Senior Independence
Best of Mature Market Media**

The 19th annual *National Mature Media Awards* were held recently to honor the best in advertising, marketing and educational materials produced for older adults.

All Gold Award recipients, which represent the top five percent of all entries, were reviewed by a special panel of judges for the Best of Show Award. **The 2010 Best of Show winner is *iCaregiver Guide* submitted by Senior Independence based in Columbus, OH.**

Linda Artis, Executive Director for Senior Independence Central Ohio, initiated the project and was instrumental in finding funding for the production. “We developed the *iCaregiver Guide* for two reasons: First, it assists in putting all pertinent information together in one place for easy access during emergency situations. Second, by focusing on filling out the information, some of the tension associated with having difficult conversations may be reduced.”

The awards program, presented by the Mature Market Resource Center, a national clearinghouse for the senior market, is the largest program of its kind. The awards were created to annually recognize the best materials produced for those who are 50 and older, the nation’s fastest-growing population group.

The National Association of Area Agencies on Aging(SM), American Association of Homes and Services for the Aging®, Center for Aging Services Technologies™, and American Custom Publishing® sponsored the 2010 awards program.

The winners were selected by a distinguished panel of judges from across the United States, which represent years of expertise working in the mature market.

Senior Independence, in partnership with National City Bank, Cardinal Health and Grange Insurance, developed *i*Caregiver Guide. In addition to caregiving advice, this manual offers forms to record medical history, personal finance information, legal and estate planning information, family and friend contacts, and employment history. Senior Independence also provides a commercial-free website for caregivers:

www.icaregiver.org

These guides are available to the public for \$15 per copy. To request a guide contact: Senior Independence Central Ohio at 614-433-0031 or email:

jdye@seniorindependence.org.

Senior Independence, the home and community based subsidiary of Ohio Presbyterian Retirement Services, provides care and service to more than 75,000 older adults in 38 Ohio counties, while also providing assistance and support to their caregivers. Through a variety of home and community based services, which include home health care, adult day services and hospice. Senior Independence is recognized nationally as a model for continuing care and services to older adults and their families, allowing seniors to stay independent and in their own homes for as long as possible.

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