

- [PRESS](#)
- [Press Releases](#)

AARP Unveils Innovation Champion Awards With \$10,000 Grand Prize; Issues Call For Nominations

AARP Will Recognize Leaders in Ageless Innovation, with a focus on Caregiving, for New Award Program

WASHINGTON, DC—AARP today issued a Call for Nominations for the [2017 AARP Innovation Champion Awards](#), which will recognize and reward innovation in caregiving. Submissions will be accepted beginning February 15th and close April 15th. Winners will be announced in June.

Technology holds great promise for helping to reduce the complexities, stress, and sheer hard work of the important job of caregiving. Yet many current offerings remain under the radar and underused. The AARP Innovation Champion Awards will raise awareness of the most innovative products and services in caregiving, which will in turn increase the usage of these offerings and improve quality of life for anyone who may benefit from them.

Awards submissions will be accepted in six categories: daily essential activities, caregiver quality of life, health and safety awareness, care coordination, social well-being and transition support. Individuals may nominate themselves, their companies or other qualified individuals and companies.

“Too often we see innovation around products, services and even city infrastructure that focuses only on seniors or only on another age group. This is short sighted and inefficient. Instead we need to spark investment in what we call Ageless Innovation – innovations that are universally designed for all people – of any age,” explained Terry Bradwell, AARP’s chief enterprise strategy and innovation officer. “We couldn’t be more excited to introduce the Innovation Champion Awards to help raise awareness of products and services that can truly make a difference in people’s lives.”

Following an initial screening round, AARP’s expert judges will evaluate all submissions for a range of criteria including, but not limited to:

- Ageless Innovation: does the entrant deliver innovation that caters to all age groups?
- Design: does the entrant challenge the status quo in look and feel, user interface, user experience, durability, etc?
- Benefits: how does the entrant make a difference in people’s lives?
- Technology: does the entrant use new technology or use existing technology in a new way?
- Business model: does the entrant have a new approach to its revenue plan?
- Safety: does the entrant provide enhanced safety compared to competing offerings?

AARP’s judges will designate five finalists in each category which will then be opened up for public voting at [AARP.org](#) and through social media. A finalist in each category will receive an AARP Innovation Champion Award, and a single Grand Prize winner will also be selected. The esteemed panel of judges includes:

- Terry Bradwell - Chief Innovation Officer, AARP
- Rich Tehrani, Group Editor in Chief, TMC: Technology Marketing Corp.
- Bill Horne, Executive Editor, AARP Magazine
- Robin Raskin, Founder, Living in Digital Times
- Patricia Moore, President, Moore Designs

Finalists will receive:

- AARP Innovation Champion consulting to provide guidance/insight on product development
- Plaque for each company plus digital certificate that can be featured online
- AARP Press Release - mention of winners
- AARP Social Media - mention(s) of winners

Grand Prize winner will receive the above plus:

- All expense paid trip for 2 company representatives to DC to tour AARP’s Innovation Lab and meet with senior executives

- Cash prize of \$10,000
- Coverage in i3 Magazine (and/or ad space)

Providers of products, services or other caregiving-related offerings are encouraged to visit <http://www.aarp.org/innovationaward> and fill out the entry form. There is no fee to enter. More information including complete entry rules and conditions can be found at the same address.

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About AARP

AARP is the nation's largest nonprofit, nonpartisan organization dedicated to empowering Americans 50 and older to choose how they live as they age. With nearly 38 million members and offices in every state, the District of Columbia, Puerto Rico, and the U.S. Virgin Islands, AARP works to strengthen communities and advocate for what matters most to families with a focus on health security, financial stability and personal fulfillment. AARP also works for individuals in the marketplace by sparking new solutions and allowing carefully chosen, high-quality products and services to carry the AARP name. As a trusted source for news and information, AARP produces the world's largest circulation publications, AARP The Magazine and AARP Bulletin. To learn more, visit www.aarp.org or follow @AARP and @AARPadvocates on social media.

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