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NJAAW's "Aging Great in the Garden State" Photo Contest Celebrates Aging Well in NJ

Wanted: NJ residents shooting engaging images of older adults in NJ places [deadline: 5/20/22]

Trenton, NJ (April 4, 2022) – New Jersey Advocates for Aging Well (NJAAW/njaaw.org) is inviting NJ's amateur and professional photographers to celebrate aging well in the Garden State with the launch of their "Aging Great in the Garden State" photo contest.

"NJAAW is discouraged by the minimal range of stock images of older adults 60+, which tend to be unrealistic, showing them as 'super successful' or enfeebled," said NJAAW's Executive Director Cathy Rowe, DrPH. "Additionally, there is limited diversity and the images do not represent classic New Jersey," she said. "We'd like to have in-state photographers capture our own older residents engaged in what they love or are passionate about, in meaningful NJ places."

The 24-year-old statewide nonprofit is not seeking pictures of posing models in mystery locations, Dr. Rowe added. "Particularly welcome will be photos of older adults that portray diversity -- including of physical abilities -- in settings that are uniquely NJ, whether at the Jersey shore, Highpoint, in front of a familiar sign or in an iconic diner." NJAAW will look most favorably on photos that relay a feeling, tell a story or capture the spirit of the person(s) and place represented, she said.

The overall winner, as selected by a panel of NJAAW staff and Board members, will receive a \$100 Visa gift card. Two runners-up will each receive a \$50 gift card. Winners will be notified in early June.

The winner, runners-up and selected other photographers will have their work printed and displayed, with their bio, at NJAAW's 24th Annual Conference. The event, which draws hundreds of aging services professionals from around the state, takes place on June 13 at the Hyatt Regency New Brunswick.

Selected submissions will also be spotlighted on NJAAW's website at njaaw.org; on their Facebook, Twitter, Instagram and LinkedIn pages, and in other promotional materials.

There is no entry fee. Photographers may submit up to three original digital images, along with the required submission form and a 100-words or less statement on why each image best represents "Aging Great in the Garden State." The deadline for submissions, which must have Photo Contest in the subject line and be sent to office@njaaw.org, is **4:30 p.m. on Friday, May 20**.

Photographers must have permission from the subjects in their photos, who must be identified by name and age (60 and older only) and reside in NJ.

For complete contest rules and the submission form, visit bit.ly/njaaw-photo-contest.

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About NJAAW

NJ Advocates for Aging Well (NJAAW, njaaw.org) has been at the forefront of revolutionizing the aging experience since 1998. It is the only statewide nonprofit focused solely on providing leadership in public policy and education to enable older adults to live with independence and dignity in their communities. NJAAW's social action issues include senior housing and hunger, elder economic security, the direct care workforce, older workers and transportation. Aging Insights, a monthly topical TV program produced by NJAAW, connects caregivers, older adults and their families to community-based services and resources. The show is available on NJAAW's [YouTube channel](https://www.youtube.com/channel/UCjadvocatesforagingwell) at [youtube.com/njadvocatesforagingwell](https://www.youtube.com/njadvocatesforagingwell) and [website](#), as well as public-access stations across NJ (check local listings for channels and times). NJAAW also presents educational forums and an Annual Conference (June 13, 2022) offering development opportunities and best practices for professionals entrusted with caring for aging adults. Follow NJAAW on Facebook and Instagram @njadvocatesforagingwell and Twitter @njagingwell.