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AvMed Health Plans and Wax Custom Communications Receive Bronze at 2010 Mature Media Awards

Miami, August 10, 2010– **AvMed Health Plans** received a bronze medal at the 2010 National Mature Media Awards, the nation’s largest awards program that annually recognizes the best marketing, communications, educational materials and programs for adults age 50 and older.

AvMed’s Medicare Enrollment Kit won a bronze medal in the Brochure/Booklet category. The Medicare Enrollment Kit is an annual piece distributed before the Medicare enrollment period, aimed at educating consumers on AvMed’s Medicare plans and benefits and guiding them in their decision making process.

“We’re proud that the work we create with AvMed has been honored at the National Mature Media Awards,” said Bill Wax, president and founder of Wax Custom Communications. “These awards recognize the uniqueness of our work with each of our clients and the quality team we have here at Wax.”

About Wax Custom Communications:

Founded in 1987 by Pulitzer Prize nominated photojournalist Bill Wax, Wax Custom Communications is a full-service custom publisher and integrated marketing firm based in Miami, Fla. A member of the Custom Publishing Council and the American Marketing Association, Wax is active in business sectors including health, finance, insurance, education, technology and telecommunications.

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