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FOR IMMEDIATE RELEASE

## SAGEPOINT MARKETING WINS NATIONAL AWARDS Sagepoint Wins Two Gold Awards in National Healthcare Marketing Competition

**La Plata, MD (May 3, 2018)** – Sagepoint Senior Living Services’ Community Education Series event, *Having "THE" Conversation: Talking With Loved Ones About Their Wishes*, earned a *2018 Gold Aster Award*<sup>1</sup> in the national competition that recognizes excellence in healthcare marketing and advertising. Sagepoint’s invitation for their *Invite-Only Preview* of their brand new rehabilitation center, designed by Jessie Jowett from Quality Printers in White Plains, MD, also earned a *2018 Gold Aster Award*.

Director of Marketing, Kelsey Pearson, remarks, “We are very honored to continue to receive national recognition for our marketing efforts here at Sagepoint. We are privileged to serve families in Southern Maryland and are proud to communicate the great work done by our staff, every day. It is wonderful to be recognized for our marketing efforts.”

In 2018, the Aster Awards received thousands of entries from hospitals, health systems, nonprofit public health organizations, and advertising/PR firms around the United States as well as several foreign countries. All entries were reviewed by a panel of industry experts and were scored on multiple criteria against similar-sized organizations in their specific groups and categories.

Awards were issued for entries that received top marks from judges placing them in the top 16% of the nation for advertising excellence. Judging criteria included creativity, layout and design, functionality, message effectiveness, production quality and overall appeal.

### **About Sagepoint Senior Living Services**

Sagepoint Senior Living Services has been providing excellent care and trusted advice to seniors and their families in Southern Maryland for more than 40 years. And as a nonprofit provider of senior services, we reinvest back into the community. Today we continue to grow in service and offer an unmatched breadth of trusted care solutions. To learn more, visit [SagepointCare.org](http://SagepointCare.org), or call us at 301.934.1900.

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<sup>1</sup> Top 5% in nation