



For Immediate Release

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The JPR Group Wins Award in 2021 National Mature Media Awards Program

Montclair, NJ – [The JPR Group, LLC](#), a public relations and marketing communications firm, announces it was a winner in the 30th annual National Mature Media Awards Program for work produced for their client [Juniper Communities](#). The program, presented by the [Mature Market Resource Center](#), a national clearinghouse for the senior market, recognizes the nation’s finest marketing, communications, educational materials, and programs designed and produced for older adults.

[Juniper: Staying Safe, Healthy, and Connected](#), a video entry in the Marketing & Communications category in the division of Housing, received a Silver Award.

“We were delighted to participate in the Mature Media Awards Program this year on behalf of our client Juniper Communities, and are honored to be selected as a winner,” says Jeanine Genauer, Principal and Chief Communicator of The JPR Group.

The entries were judged by a distinguished panel of mature market experts from across the United States for overall excellence of design, content, creativity and relevance to the senior market.

About The JPR Group

Serving clients and driving brand awareness for over 20 years, the JPR Group offers strategic, responsive, and personalized public relations and marketing solutions. We are a hands-on group of highly motivated communications professionals specializing in public relations, marketing communications, and social media marketing. Our reputation is built on building the reputation and success of our clients, from the grassroots to national acclaim. For more information or to learn about how we can enhance your brand or organization, please contact Jeanine Genauer at Jgenauer@jprgroup.com or visit www.jprgroup.com.

About Juniper Communities

Juniper Communities, a leader in quality, value and innovation in long-term care, operates seniors housing communities in Colorado, New Jersey, Pennsylvania and Texas that emphasize residents’ well-being, interaction and security. Our communities and approach to housing and care offers residents the opportunity to live a full life, regardless of age or health. Juniper’s innovative Connect4Life program has been proven to improve residents’ care by decreasing hospitalizations, re-hospitalizations and urgent care visits, while offering potential cost savings to public programs such as Medicare. To learn more about the many ways Juniper Communities innovates in support of our residents, visit www.junipercommunities.com.