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Cedar Community's Marketing Team Wins Three 2020 National Aster Awards

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West Bend – June 16, 2020 – Cedar Community is pleased to announce that its marketing team members are the recipients of three national Aster Awards for healthcare marketing and advertising for 2020.

Winning an Aster Gold Award for E-Newsletter Series, is Cedar Community's "Cedar Branches" monthly ministry e-newsletter. Designed and published by the marketing team, and authored by Rev. Julie Jennings, Vice President of Ministry, the publication highlights the intersection and intertwining of our personal and communal lives, and is an outreach to the greater faith community.

"As a faith-based healthcare organization, Cedar Community's not-for-profit mission is shared in this monthly e-newsletter series through resident and team member stories and experiences, as well as thoughtful reflection and engagement," says Nicole Pretre, Vice President of Development. "We are honored to receive this award on behalf of both our ministry and marketing teams."

This year's awards announcement also marks the third consecutive Aster Award for Cedar Community's *Live More* magazine. The 2020 Silver award recognized the publication as the only national winner in the magazine series category in long-term healthcare. *Live More* is published quarterly, and is entirely written, edited, and designed by Managing Editor Carrie Sturn, Art Director Cyndi Frohmader, and Executive Editor Nicole Pretre.

Cedar Community was also the only national winner of an award in the long-term care professional recruitment category, bringing home a Silver award for a Cedar Community human resources advertising campaign.

"Being recognized nationally in marketing and advertising among our long-term healthcare peers is a testament to the exceptional talent and expertise of Cedar Community's marketing team," says Lynn W. Olson, Chief Executive Officer.

The Aster Awards, one of the largest and most respected national competitions of its kind, is hosted by Creative Images, Inc. This elite program has recognized outstanding healthcare professionals for excellence in their advertising/marketing efforts for over 19 years.

"The quality and creativity of the entries submitted in the 2020 Aster Awards competition exceeded all expectations for healthcare advertising. All winning entries represent the best of the best on a national level," said Melinda Lucas, Aster Awards Program Coordinator.

Live More

The 2020 Aster Awards received entries from across the entire United States. All entries are reviewed by a panel of industry experts and are scored on multiple criteria with a possibility of 100 percent. Participant's entries compete against similar-sized organizations in their specific groups and categories.

Cedar Community's marketing team has won a total of six national Aster Awards for marketing and advertising over the past three years.

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About Cedar Community

Live more at Cedar Community, where their natural settings, faith-based mission and high-quality services afford seniors the opportunity to live a more purposeful, fulfilled life among family and friends. From beautiful homes and apartments for active and independent retirees, to assisted living, short-term care and rehabilitation, skilled nursing and memory loss services, Cedar Community is the only community in Washington County where people age 55 and better have the peace of mind, knowing the services they may need are right there, provided by a team of professionals they know and trust.