



**For Immediate Release**

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**Friendly Senior Living Announced as Winner of 2023 National Mature Media Award**

**Brighton, NY** – Friendly Senior Living is pleased to announce that it has been named a winner in the 32nd annual National Mature Media Awards Program. 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. Friendly Senior Living's Staff Training & Education Program (STEP) video received a Merit Award in the Staff/Inservice Training category. "We are very honored that our [STEP video](#) was selected as a winner in the Mature Media Awards Program," says Mary Anne Detmer, VP of Human Resources. "Friendly Senior Living's STEP provides meaningful career ladder advancement opportunities for our employees as they pursue their passion for serving the elderly. By investing in our staff, we are able to attract, recruit and retain the best of the best candidates, and – most importantly – provide high quality, excellent and compassionate care to those we serve."

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 Friendly Senior Living**

The Friendly Senior Living continuum of caring communities includes Cloverwood, an active independent senior living community in Pittsford; Glenmere at Cloverwood, which offers assisted living, enhanced assisted living, and memory care; Linden Knoll, an independent senior living apartment community in Brighton; the Lovejoy Transitional Care Center which offers short-term rehabilitative care at the Friendly Home; and the Friendly Home, a skilled nursing home in Brighton offering 24-hour care, rehabilitation, memory care and hospice care. For more information, visit [friendlyseniorliving.org](http://friendlyseniorliving.org).

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