

## **Rappahannock Westminster-Canterbury Anniversary Calendar Gets National Recognition**

Rappahannock Westminster-Canterbury recently received national recognition for the 25<sup>th</sup> anniversary calendar created by staff and residents at the Irvington continuing care living community. The judges for the 19<sup>th</sup> Annual National Mature Media Awards designated the calendar as worthy of a Merit Award, signaling it out for excellence among advertising, marketing and educational materials designed for older adults.

“Naturally we’re thrilled to receive this award,” said Stuart Bunting, president and CEO of RWC. “What makes this really special is that the calendar was conceived and produced entirely by our residents and staff.”

Last year RWC’s 25<sup>th</sup> Anniversary Committee decided to create the special calendar to commemorate this milestone in RWC’s history. Residents were invited to submit artwork in any medium to be featured on the cover and in each monthly segment. From the dozens of submissions, a panel of judges representing the residents, RWC staff, and the community selected the 13 works that appear in the calendar.

“This was truly a labor of love,” said Amy Lewis, Senior Resident Life Coordinator. “It has provided a wonderful creative outlet for the residents, and I so much enjoyed working with them to design something that has made everyone at RWC proud.”

The calendar was distributed widely to local groups including RWC residents, trustees, and members of RWC’s Rappahannock Club. It received great compliments locally, but RWC

officials were pleasantly surprised and extremely pleased to learn that it had garnered a national award.

Whiz Harris, RWC's vice president for development, echoes Lewis' praise for the residents who participated in creating the calendar, but says that Lewis deserves special mention for spearheading the project. Harris is particularly proud that RWC's work has been given national attention. "The Mature Media award program honors local and regional organizations such as ours," she says, "but it also judges the work of national associations like AARP, regional and national public relations firms, and corporations like HealthNet, Blue Cross & Blue Shield and Aetna. We feel like we're in good company."

The National Mature Media Awards are sponsored by the American Association of Homes and Services for the Aging, the Center for Aging Services Technologies, the National Association of Area Agencies on Aging, and the American Custom Publishing Corporation. The panel of judges for the 2010 contest included experienced professionals from nearly two dozen nationally recognized corporations and associations that specialize in public relations, marketing and advertising to the older adult population.

###

**Photo caption:** "Pail of Flowers," a watercolor by Rappahannock Westminster-Canterbury resident Joan Thurber, graces the cover of RWC's 25<sup>th</sup> Anniversary Calendar, which recently won recognition from the National Mature Media Awards program.