



PMMA | Presbyterian
Manors Of
Mid-America

News Release

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PMMA wins service industry ad award

WICHITA, Kan. – PMMA (Presbyterian Manors of Mid-America) was recently named a Gold Award Winner in the SIAAwards (Service Industry Advertising Awards) with its newly redesigned senior living community websites and the [2021 Art is Ageless® calendar](#).

In addition, a magazine ad for Aberdeen Heights, “The Best Friends” was named a merit award winner in the competition. The ad features residents of Aberdeen Heights enjoying dinner in the private dining room.

The PMMA community websites feature the living options, services and amenities available at PMMA campuses in Kansas and Missouri. Links to the sites are found at www.presbyterianmanors.org/our-communities.

[Art is Ageless](#) is a trademarked program of Presbyterian Manors of Mid-America, a faith-based not-for-profit organization with 15 retirement communities Kansas and Missouri. Each community holds a juried art competition exclusively for people age 65 and older. Winning art is entered in a masterpiece level competition. Periodic programs and classes are held throughout the year to encourage seniors to express their creativity.

The 2021 Art is Ageless® Calendar features artwork selected from the masterpiece level of PMMA’s Art is Ageless competition. The website is at ArtIsAgeless.org.

SIAAwards, started in 2003, is the only advertising awards to specifically recognize advertising achievements in the service industry. Entries are reviewed for execution, creativity, quality, consumer appeal and overall break through advertising content.

More than 1,200 entries were received for this year’s competition from more than 500 advertising agencies and 1,000 institutions. A national panel of judges evaluated and rated entries in eight groups and 45 categories.

SIAAwards recognizes the creativity and communication accomplishments of the service industry, recognizing the best service industry advertisement, print communications, websites, TV Radio and electronic communications, and social media.

PMMA began in Newton, Kan., in 1949 and now has 16 senior living communities and two hospices in Kansas and Missouri, and a new campus under development in Colorado Springs. It offers independent and assisted living, long-term care, memory care, short-term rehabilitation, respite care and adult day services. Learn more about the nonprofit organization at PMMA.org.

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