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FOR IMMEDIATE RELEASE

SAGEPOINT'S NEW LOGO WINS GOLD ASTER AWARD IN NATIONAL HEALTHCARE MARKETING COMPETITION

La Plata, Md. (July 22, 2015) – Sagepoint Senior Living Services' new logo earned a *2015 Gold Aster Award* in the national competition that recognizes excellence in healthcare marketing and advertising. Crosby Marketing, the company that worked with Sagepoint on its rebranding efforts, developed the logo design.

Sagepoint President/CEO Bill Holman remarked, "Being recognized for our new logo at a national level is very rewarding. It affirms the success of our rebranding efforts that we launched this past January to help increase our visibility and better communicate the full continuum of senior services we provide throughout the region."

In 2015, the Aster Awards received more than 3,000 entries from hospitals, health systems, nonprofit public health organizations, and advertising/PR firms. They are judged by a diverse panel of industry experts, and winners are published in *Marketing Healthcare Today* magazine.

About Sagepoint Senior Living Services

Sagepoint Senior Living Services, formerly CCNRC, has been providing excellent care and trusted advice to seniors and their families in Southern Maryland for more than 35 years. Today we continue to grow in service and offer an unmatched breadth of trusted care solutions. To learn more, visit www.SagepointCare.org, or call us at 301.934.1900.

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