

Thursday, July 21, 2011

FOR IMMEDIATE RELEASE

LARGEST INTERNATIONAL SENIOR COMMUNITY MARKETING CONTEST LAUNCHED

RetirementHomes.com, North America's most popular online senior community directory, announces a call for entries for its first annual marketing awards contest, the MOMBAs. This inaugural contest recognizes the best marketing achievements by senior living facilities worldwide, in 10 unique categories.

The MOMBA awards recognize the most creative and original programs used by senior living communities across the continuum of care, from assisted living to active living. The inaugural MOMBA categories include:

Best Traditional Advertising Campaign
Best Internal Resident Communication
Best Move-in Specials and Promotions
Best Resident Amenities
Best Brand and Brand Management

Best Website
Best Event Marketing
Best Resident Events and Trips
Best Social Media Presence or Campaign
Judge's Choice

Communities and their residents or staff are welcome to make submissions in multiple categories at www.RetirementHomes.com/MOMBA

Once submissions have been closed on August 12, you'll get to vote on your favorites as finalists. Afterwards, our panel of expert judges will review the finalist submissions for the MOMBA Awards.

Assisting RetirementHomes.com will be five expert judges, including:

Jeff Dailey	CEO, Senior.com
Jeff DeBevec	VP, Communications, Belmont Village Senior Living
Ryndell Little	VP, GlynnDevins Advertising and Marketing
Irving Stackpole	Founder, Stackpole and Associates
Harold Urman	Co-Founder, Vital Research

Winners will be announced at an exclusive event sponsored by RetirementHomes.com in Las Vegas on September 19. Stop by the RetirementHomes.com booth at the American Health Care Association Convention to find out how to get your exclusive invitation.

Get your favorite Senior Living Community a MOMBA! Make your submission today at www.RetirementHomes.com/MOMBA

For contest rules or general information about RetirementHomes.com, please contact:

Robert Walker
Toll-Free: 888-544-9124 x. 243, or E-mail: robert@retirementhomes.com