



Vermont
Association of
Area Agencies
on Aging

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Member Agencies:

Age Well
Central Vermont Council on Aging
Northeast Kingdom Council on Aging
Southwestern Vermont Council on Aging
Senior Solutions

FOR IMMEDIATE RELEASE

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Tenth Crow Creative and Vermont Association of Area Agencies on Aging
Win NESHCo award for Vaccine Campaigns

Burlington, Vermont (June 27, 2023): Tenth Crow Creative and Vermont Association of Area Agencies on Aging (V4A) are pleased to announce that they recently received a Lamplighter Award of Excellence from the New England Society for Healthcare Communications (NESHCo) in the Health Promotion Campaign category for V4A's COVID-19 vaccine campaigns for older Vermonters. NESHCo's annual Lamplighter Awards recognize outstanding achievements and campaigns produced in healthcare communications across New England. The 2023 competition totaled 274 entries.

"We are so grateful to have worked on this important campaign with an organization, through its members, that does such tremendous work helping older Vermonters age well," Mark Crow, president of Tenth Crow Creative said. "It's truly an honor just to be able to do this work but to be recognized for it as well is a nice plus."

"This was such a collaborative effort among our five different organizations," said Mary H. Hayden, Executive Director of V4A. "Partnering with Tenth Crow on the COVID vaccine campaign was such a great experience and created a positive impact among those we support and their families. Winning an award on top of that is so exciting."

About Tenth Crow Creative: Tenth Crow Creative is a brand marketing agency that creates, aligns, and promotes messaging for health and wellness organizations. Through insightful branding, engaging design and compelling marketing campaigns, we help these essential organizations find their identities and effectively communicate with their stakeholders so they can fulfill their missions.

About Vermont Association of Area Agencies on Aging: V4A is an association representing Vermont's five not-for-profit Area Agencies on Aging. These agencies provide a wide spectrum of services and supports for older Vermonters, including those encountering a disability, to live in their homes and communities with dignity and good quality of life. Services include Meals on Wheels and Community Meals, Long-Term Care Coordination, Caregiver Programs, Medicare and Health Insurance Counseling and Education, Wellness Activities and Programs, and Information and Referrals for legal and mental health services and benefits such as housing, fuel, and 3SquaresVT. In partnership with state and federal agencies and the aging advocacy network in Vermont, V4A advocates for legislative policies and programs and healthcare service delivery systems which advance the well-being of older adults and individuals with disabilities. If you or a loved one need assistance, please call the Area Agencies on Aging HELPLINE at (800)642-5119. Visit V4A online at <https://www.vermont4a.org/>.