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## **Local Senior Living Organization Receives Central Michigan Public Relations Society of America Honor**

**Chelsea/Grand Rapids, MI, Jun. 1, 2022** – The marketing team of senior living organization Brio Living Services was recently honored by the Central Michigan Chapter of the Public Relations Society of America (CMPRSA) at its 36<sup>th</sup> annual 2022 PACE Awards ceremony in East Lansing.

Led by Chief Sales and Marketing Officer James Kelly, the Brio Living Services marketing team received a PACE Award for Excellence in the Organizational Relations category. This award recognized Brio Living Services for its work on the organization’s corporate rebranding campaign which launched on March 1, 2022. Formerly United Methodist Retirement Communities (UMRC) & Porter Hills, Brio Living Services is the new brand and name for the organization’s corporate umbrella.

Following a 10-month process during which strategic leadership gathered insights from residents and families, team members, and communities, the organization’s board approved a new brand that reflected its mission, ‘welcoming all, partnering together, enriching lives’ and vision of ‘a world in which all are empowered to age well.’

“The behind-the-scenes planning and design of the marketing and communications plan was crucial,” said Kelly. “For an organization that’s been in existence since 1906, we knew how important it was to announce the new name to a variety of audiences, in a way that resonated with each, and which would get people excited about it – including the older adults we serve, their families, and our devoted team members.”

The Brio Living Services team utilized a multi-media approach to create interest and excitement, with “teasers” leading up to the announcement including written messages and memos, social media, website, stickers with the new logo placed strategically around the various communities, and a series of videos that featured Kelly.

“The word ‘brio’ means vivacity, verve, enthusiasm – the very aspects of joyful living that we aim to bring to the older adults we serve,” said Kelly. “Therefore, we wanted our rebranding

approach to include that same sense of joy and celebration. I feel our plan accomplished what we had envisioned.”

Judged by peers from around the country, “the PACE Awards are mid-Michigan’s highest honor of public relations activities and are awarded annually to those who have successfully addressed a contemporary issue with exemplary professional skill, creativity, and resourcefulness (per the website).” Based in New York City, PRSA is the world’s largest organization for public relations professionals.

Said Kelly, “The PACE Award for Excellence is such an honor, and I am so proud of our team.”

To learn more about Brio Living Services, visit [MyBrio.org](http://MyBrio.org).

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*Building on a foundation of over 165 years of combined service to older adults, **Brio Living Services**, formerly UMRC & Porter Hills, is a faith-based, nonprofit organization whose mission is: Welcoming all, partnering together, enriching lives. Its vision is: A world in which all are empowered to age well. Brio Living Services represents the second largest nonprofit senior living organization in Michigan and serves the most economically diverse population of older adults. With a tradition of exceptional quality and a commitment to cutting-edge care, Brio Living Services and its affiliates serve more than 8,000 older adults each year, from 24 locations and service lines, across 22 counties in Michigan’s lower peninsula. 734.433.1000 | 616.949.4975 | [MyBrio.org](http://MyBrio.org)*

*The **Central Michigan Public Relations Society of America (CMPRSA)** is one of the 100 chapters of the Public Relations Society of America. CMPRSA was founded in 1977, “an association through which public relations practitioners interact, develop professionally, support members and the community, and strengthen the profession.” In 2006, the chapter board passed a new mission that mirrored the national Society’s mission, “advancing the profession and professional.” [Cmprsa.com](http://Cmprsa.com)*