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FOR IMMEDIATE RELEASE

Seniors First selects &Barr as agency of record for advertising and public relations

ORLANDO, Fla. (July 16, 2024) – &Barr announces it has been selected as Seniors First’s agency of record for research, creative, media and public relations services to increase awareness, understanding and engagement in support of its mission to enhance the quality of life for seniors by maintaining their independence and dignity. Seniors First adds to &Barr’s growing number of nonprofit clients who are leading regional initiatives that influence larger social causes.

“&Barr’s reputation for delivering integrated campaigns with its full-service offering aligns with our vision for the future of the Seniors First brand,” says Seniors First President and CEO Marsha Lorenz. “As our agency of record, &Barr will be an instrumental part of elevating our presence in the region and helping us improve the livelihood of seniors throughout Central Florida.”

&Barr is conducting a benchmark research study to gauge awareness and perceptions of Seniors First to help inform future marketing strategies. From the research results, &Barr’s creative team will conceptualize and execute campaign strategy, design and copywriting, while the agency’s media team will provide paid media planning, buying and management to support an integrated awareness campaign. &Barr’s public relations team will amplify these efforts with message development, media relations and community relations support to increase brand awareness and drive ambassadorship throughout the region.

“Working with important nonprofits like Seniors First is part of our vision to provide innovative solutions to enhance people’s lives,” says Pete Barr Jr., president and CEO of &Barr. “We have a rich history of award-winning work for nonprofits that are making a direct impact on our region and beyond.”

About &Barr

&Barr is a full-service advertising agency providing integrated services, including branding; creative; public relations; account service; social media; and traditional and digital media and analytics. As Florida's oldest, largest, independently owned agency, &Barr serves a diverse roster of national and international brands, including Florida's Space Coast Office of Tourism, Massey Services, Rosen Hotels & Resorts and the YMCA of Central Florida, among others. Celebrating more than 65 years in business, &Barr's headquarters is located on Lake Eola in the heart of downtown Orlando, Fla., and the company is proud to be a locally founded, multi-generational, family-owned agency. For more information, visit www.andbarr.co.

About Seniors First

Driven by the mission of enhancing the quality of life of seniors, Seniors First, Inc., a 501(c)(3) nonprofit, is dedicated to providing services and resources for seniors that maintain their independence and dignity. Since 1966 the nonprofit has served Central Florida seniors through programs that promote nutrition, community engagement and independence. These programs include Meals on Wheels, Neighborhood Lunch with Transportation, Community Food Pantry, In-Home Care, Guardianship and Stepping Stone Medical Equipment Bank. Seniors First programs connect seniors across Orange, Seminole, Polk, Osceola and Brevard Counties that benefit their mental, emotional and physical wellbeing to offset social isolation and hunger. To learn which programs are available in your area, visit seniorsfirstinc.org.

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