

PMMA community websites win awards

WICHITA, Kan. – PMMA’s (Presbyterian Manors of Mid-America’s) community websites received two silver awards in the recent W³ Awards.

The sites placed at the silver award level in the General Websites – Health Services and Website Features – Best Visual Appeal and Experience categories.

The community websites, found at <https://www.presbyterianmanors.org/our-communities>, feature information about the lifestyles, care and services found at each of PMMA’s 15 communities in Kansas and Missouri. The sites were redesigned and launched in 2019 with Five19 Creative, a Virginia-based advertising agency.

The W³ Awards celebrates digital excellence by honoring outstanding Websites, Web Marketing, Video, Mobile Sites/Apps & Social content created by some of the best interactive agencies, designers, and creators worldwide.

The W³ is sanctioned and judged by the Academy of Interactive and Visual Arts, an invitation-only body consisting of top-tier professionals from a “Who’s Who” of acclaimed media, interactive, advertising, and marketing firms.

Entries are judged based on a standard of excellence as determined by the AIVA, according to the category entered. To uphold a high standard of excellence, a category may have multiple winners, or may have no winners at all. Entries are scored on a 10-point scale by the judges. Less than 10 percent of all entries are selected as Gold Winners. Other outstanding entries will be Silver Winners. Best in Show selections represent the highest mark of distinction and are also selected by the Academy based on scoring. The judges will award Best in Show honors to only the top 1 percent of all work entered.

PMMA began in Newton, Kan., 1949 and now has 15 senior living communities and two hospices in Kansas and Missouri, and a new community under development in Colorado. It offers independent and assisted living, long-term care, memory care, short-term rehabilitation, respite care and adult day services. Learn more about the nonprofit organization at PMMA.org.

###