



The JPR Group Receives Gold Viddy Award for Videography

Juniper: Staying Safe, Healthy and Connected highlights COVID safety procedures

Montclair, NJ (August 10, 2021) – The [Viddy Awards](#) announced that [The JPR Group, LLC](#), a public relations and marketing communications firm in Montclair, NJ, was recognized with a Gold Award for a video created for their client [Juniper Communities](#), a leader in the senior living industry. The 2021 international awards competition recognizes outstanding achievement in video and digital production skills. There were more than 2,500 entries from throughout the United States, Canada, and many other countries with only the best being recognized.

The award-winning video, Juniper: Staying Safe, Healthy and Connected was created to ease fears about how the COVID-19 outbreak was being handled in Juniper’s assisted living and skilled nursing facilities.

“Receiving this award is proof of what can be done when people come together. Because of the lockouts in the senior housing industry due to COVID, we partnered with essential healthcare workers within the Juniper Villages to provide us footage we could then edit into a singular storytelling piece,” said Jeanine Genauer, Founder and Principal of The JPR Group.

The Viddy Awards is one of the most coveted awards in the video industry. Since 1994, thousands of production and communication professionals have entered their best and most creative work. The goal of the Viddy Awards is to identify and recognize the video artisans who excel in the scope of their own environment. The Viddy Awards is administered and judged by the [Association of Marketing and Communication Professionals](#).

About The JPR Group

Serving clients and driving brand awareness for over 20 years, the JPR Group offers strategic, responsive, and personalized public relations and marketing solutions. We are a hands-on group of highly motivated communications professionals specializing in public relations, marketing communications, and social media marketing. Our reputation is built on building the reputation and success of our clients, from the grassroots to national acclaim. For more information or to learn about how we can enhance your brand or organization, please contact Jeanine Genauer at Jgenauer@jprgroup.com or visit www.jprgroup.com.