For Immediate Release  
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The New SeniorAge – formerly Southwest Missouri Office on Aging

For years Southwest Missouri Office on Aging has been working on a fresh rebranding of a new name and new image—so people can more easily understand who we are and who we serve—not just in print, but in name. SWMOA will forever hold a place in our history books, but from here forward we are the new SeniorAge Area Agency on Aging.

Although our name has officially changed, our scope of service remains the same. We continue to play a key role in planning, developing, coordinating, and delivering a wide range of service and support that enables seniors to remain independent and at home for as long as they feasibly can and wish to do so. We do this through five core services including supportive services, caregiver encouragement, nutrition, health and wellness programs, and advocacy. SeniorAge also offers a wide range of other benefits to include care coordination, Medicare education and enrollment, tax assistance, respite, transportation, and Navigator assistance just to name a few.

After much thought, we found that SeniorAge is easy to say, easy to explain, easy to remember, and looks vastly more friendly. And, it doesn’t have a lot of “fussy” in it that might quickly become outdated. Our logo casts a shade of diversity (leaves) in the folks we serve, mixed with our forward motion in services to seniors (path). It’s as exciting as fireworks filling the sky, yet represents the changing stages in life just as leaves change with each season.

Join us in celebrating the new SeniorAge at one of our 36 Senior Centers located in 17 counties throughout southwest Missouri. You’ll always be greeted by friendly staff; receive a warm, nutritious meal; and engage in an abundance of activity to round out your day. For more information contact SeniorAge at 417-862-0762, visit our website at www.swmoa.com or contact the local Senior Center nearest you.