

JPR
GROUP

WHO WE ARE

We are in the business of excellence.

We work carefully to strengthen your brand reputation and anticipate and manage critical communications.

We provide direct access to our senior leaders.

We pride ourselves on prioritizing personal connections and open dialogue with our clients.

We are a small boutique firm, specializing in public relations and social media marketing across numerous verticals.

MEET THE TEAM



Jeanine Genauer
Principal, Founder of JPR Group



Hannah Fierro
PR Associate



Kaitie D'Addezio
PR Associate

SERVICES

Our legacy is firmly rooted in nurturing the reputations and prosperity of our clients, guiding them from humble grassroots beginnings to the grand stage of national prominence.



Public Relations



Social Media
Marketing



Website Branding



Speaking
Engagements

CLIENTS



Independent together.



CASE STUDIES

SENIOR HOUSING NEWS

MANAGEMENT

Juniper CEO: 6 Mindshifts Needed to Deliver on Promise of Senior Living in 2024 and Beyond

By **Guest Contributor** | February 6, 2024

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By: **Lynne Katzmann**



Change is hard. Senior living providers have discovered that repeatedly in recent years, as they have tried to adapt and evolve to new consumer preferences, new payment models, new technology, and other challenges and transformations.



Change is really hard if you don't understand the "why" behind the change. Said another way, change will simply not happen at scale if people don't 1) understand the reason for the change and 2) don't believe it will make life better.



sn SUPERMARKET NEWS



NEWS > RETAIL & FINANCIAL

Allegiance Retail Services promotes trio of grocery industry veterans

Northeastern supermarket cooperative appoints board for 2022-23 term at annual meeting

Russell Redman 11 Jul 26, 2022

The Allegiance Retail Services board for the new term (from left): Esmail Mobarak (treasurer), Michael Mignosi, John Shakoor, John Estevez, Louis Scaduto Jr. (vice chairman), John Derderian (president and COO), Daniel Katz (chairman), Joseph Parisi and Jason Ferreira.

McKnight's Long-Term Care News

DAILY UPDATE NEWS

Meet Charles Hastings, 2024 McKnight's Pinnacle Awards 'Setting the Standard' honoree

JESSICA R. TOWHEY

MAY 8, 2024 SHARE



Editor's Note: McKnight's Long-Term Care News, McKnight's Home Care and McKnight's Senior Living are profiling the McKnight's 2024 Pinnacle Awards honorees daily in April and May. For additional McKnight's Pinnacle Awards content, visit [this page](#).

Chuck Hastings exemplifies the tradition of employee loyalty. He has been with Blomfield, NJ-based Juniper Communities for 27 years, and it is commonly said that the senior living and care company would not be the success it is if not for his guiding hand.

KPIS | JUNIPER COMMUNITIES

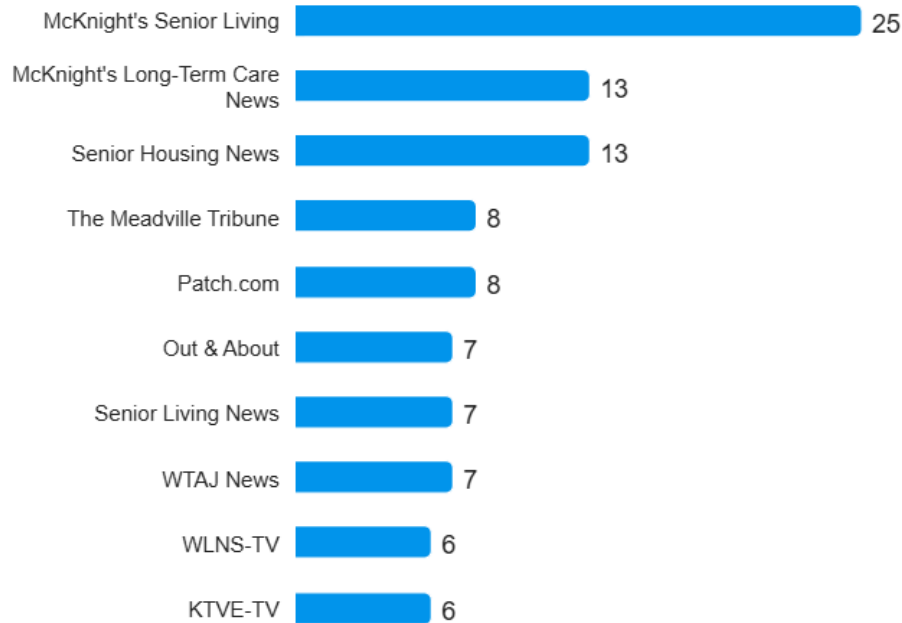
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881

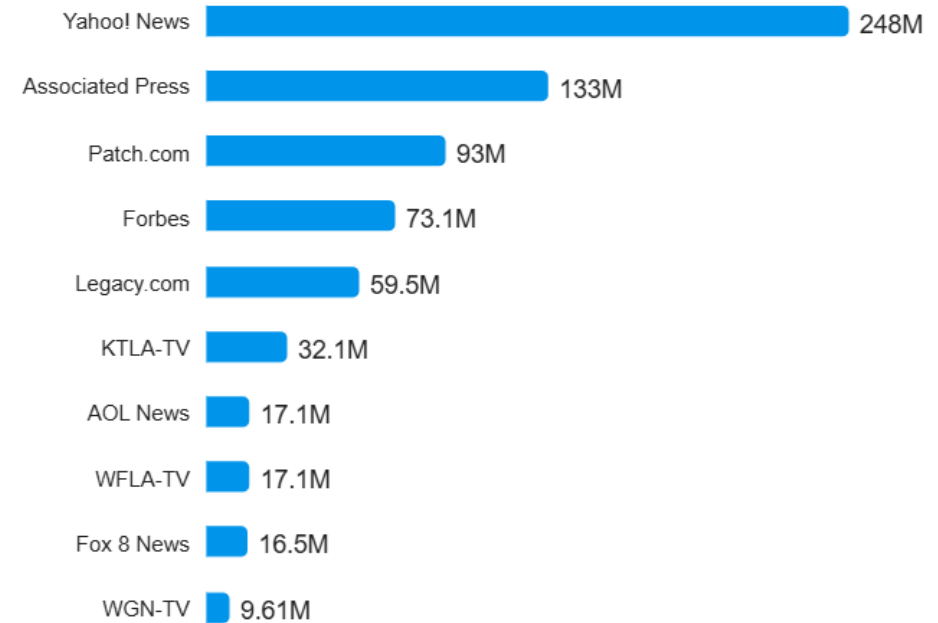
Total Potential Editorial Reach

962M

Top Publications by Mentions



Top Publications by Editorial Reach



KPIS | ALLEGIANCE RETAIL SERVICES

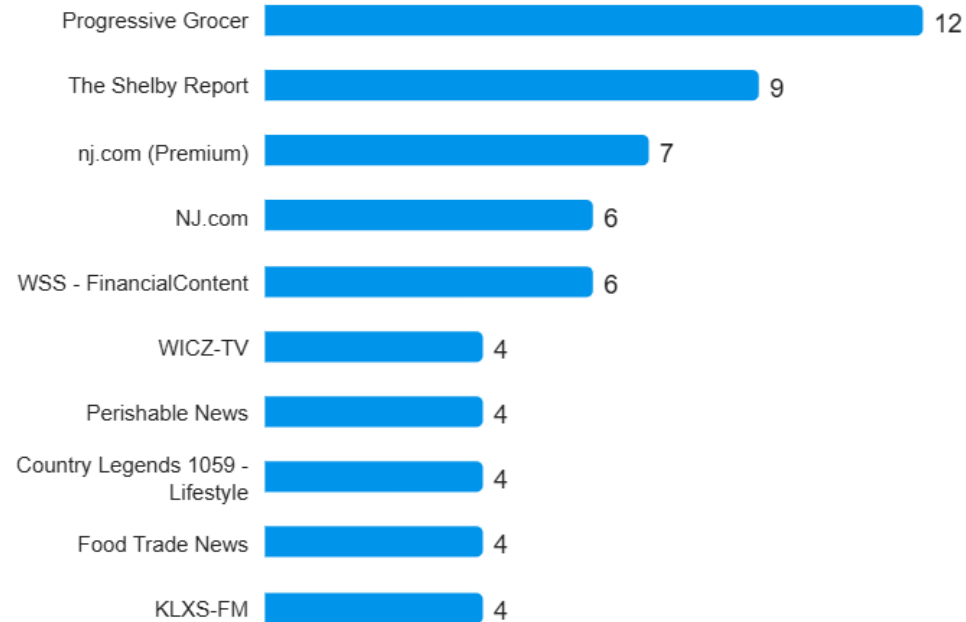
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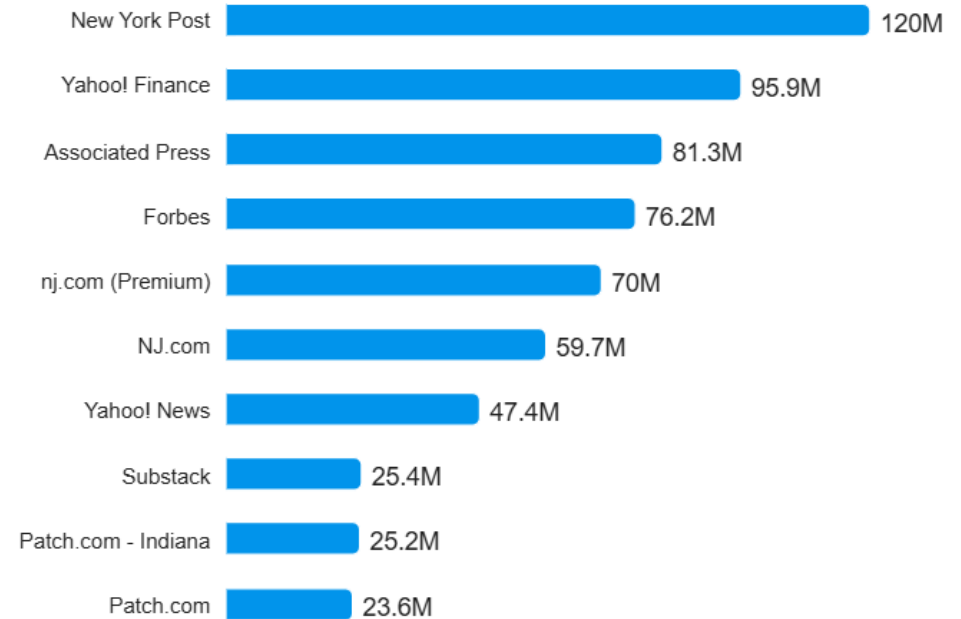
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Top Publications by Mentions



Top Publications by Editorial Reach



SOCIAL MEDIA ANALYTICS

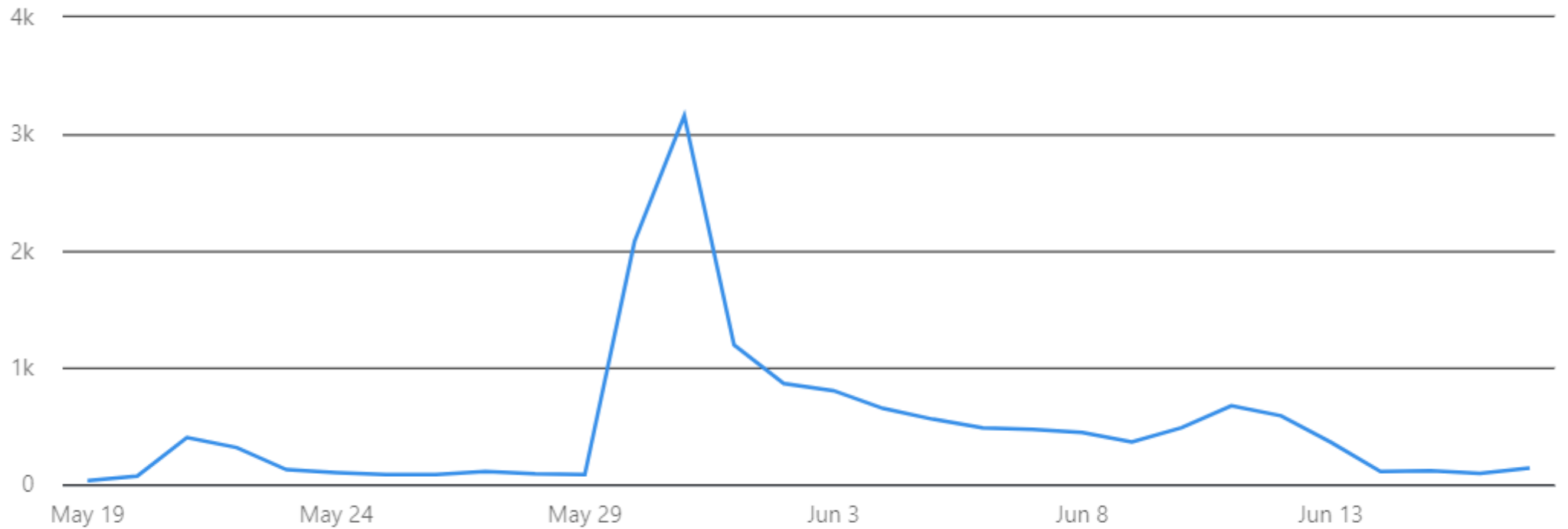
Metrics

Impressions ▾



Allegiance Retail Services, LLC

Locally Owned/Family Operated Supermarkets. Quality Meals Begin Here.
Retail Groceries · Iselin, NJ · 983 followers · 51-200 employees



✓ — Organic

15,078



THANK YOU

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