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Senior Friendship Center Marks 40 Years of Service, Growth, and Shared Purpose

FORSYTH, Mo. (April 25, 2025) — Senior Friendship Center is proud to celebrate their 40 years of impact in Taney County, Missouri. A nonprofit organization, the Senior Friendship Center has spent the past 40 years empowering seniors and building vibrant community connections in Forsyth and beyond.

To celebrate its 40th anniversary, the Senior Friendship Center partnered with Co-Create Marketing Strategies to re-energize its brand. This included a new logo and website, as well as establishing a social media presence across multiple platforms. The ultimate goal of this project was to unify the organization’s message across its four initiatives and create efficient ways to share information with seniors and the community.

“They have such a wonderful story to share, and I’m grateful to have a part in sharing it,” says Melony Fuller, Founder of Co-Create Marketing Strategies.

From humble beginnings to becoming a community cornerstone, the Senior Friendship Center has seen a transformation under the leadership of current President, Glenda Hunt. “When I joined the board in January 2017, we were just working to open the thrift store,” Hunt recalls. “That spring, our Farmers & Artisans Market began on broken concrete.”

Today, the market has grown into a beautiful and busy pavilion with more than 40 vendors and up to 400 visitors every Saturday. It even features a youth entrepreneur program, teaching kids the ins and outs of owning a business. It’s not just a place to shop, it’s a community hub that connects generations and fosters local entrepreneurship.

That spirit of innovation continued in 2023 with the formation of the Senior Friendship Community Garden. After months of research and collaboration with neighboring cities, the garden officially took root in the summer of 2024.

“Co-Create Marketing Strategies was honored to help the organization develop its vision for this chapter of its story” says Fuller. “We’ve had a lot of fun, too! Training them on social

media was an absolute hoot. They are all sharp and enthusiastic, and their page analytics are off the charts!”



“It’s been great working with the entire team, but especially Glenda. Her passion is contagious. It inspires others to believe and unite in a vision” added Fuller, whose mother once benefited from the Senior Friendship Center’s meals and kinship.

Behind everything the Senior Friendship Center does is a powerhouse team of board members and volunteers who bring vision, energy, and purpose to everything they do. “There is an incredible support team, proven by the results of what has been completed thus far, and I am certain there is more to be seen and experienced for years to come,” said Hunt.

Businesses interested in supporting the Senior Friendship Center still have the opportunity to participate in their 70% Missouri tax credit program, with approximately \$280,000 in credits remaining. For more information, visit SeniorFriendshipCenter.com.

About the Senior Friendship Center

The Senior Friendship Center is a nonprofit organization based in Forsyth, Missouri, dedicated to enriching the lives of seniors through connection, community, and purpose. For over 40 years, the Center has offered dynamic programming, volunteer opportunities, and events that promote health, wellness, and social engagement. Learn more at SeniorFriendshipCenter.com.

About Co-Create Marketing Strategies

Co-Create Marketing Strategies is a purpose-driven marketing agency specializing in collaborative brand development, digital presence, and storytelling that fuels connection and growth. We don't just show our clients new ideas; we teach them how to utilize these ideas to achieve success. At our core, we strive to share our knowledge and empower clients to grow with repeatable, sustainable action. Learn more at cocreatestrategies.com.