

# Press Release

**FOR IMMEDIATE RELEASE**

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## **United Hebrew Geriatric Center Launches *Beautiful Aging* Juried Art Exhibition**

**New Rochelle, NY – (January 21, 2009)** – United Hebrew Geriatric Center (UHGC) today announced that it has launched a statewide juried art exhibition, *Beautiful Aging*, to commemorate the opening of its new nursing home scheduled this March. The show will run from May 8 to August 31, 2009. Visual artists working in two-dimensional media are encouraged to submit original artwork by February 15, 2009. The exhibition will be juried by leaders in Westchester County's fine arts community including Tracy Fitzpatrick of the Neuberger Museum of Art, Jean-Paul Maitinsky of the Hudson River Museum and Lisa Robb of the Pelham Art Center.

"The purpose of *Beautiful Aging* is to reflect positive images of aging and older adults. With this exhibit we will salute the aging process as part of our life journey. The lobby exhibit will be a focal point for our visitors and residents, bringing joy and healing the spirit," said Rita Mabli, president/CEO of UHGC.

The exhibit gallery will be located in the lobby of the new nursing and rehabilitation center. The new home will have 176-private rooms and a dedicated 44-bed short-term rehabilitation floor that will be staffed by nationally-renowned Burke Rehabilitation professionals.

Many of the rooms will have views of the Long Island Sound. The home will mimic individual neighborhoods and will create a strong sense of community.

Amenities will include wireless internet access in each room; a resident activity center, fully equipped with a library, an arts & crafts room; a 2,300-square-foot multi-purpose room and a café; a new receiving area; and a beautifully-landscaped courtyard.

Each neighborhood will have its own 800-square-foot activity room with views of the Long Island Sound, fully furnished with an entertainment center. Dining areas for each neighborhood will have views of the interior courtyard.

Entries will be accepted with a high-resolution photo image, and all work submitted must have been created within the last two years and be original works or limited editions of no more than ten. They must portray the artist's vision of *Beautiful Aging*, and submitting artists must be at least 18 years of age.

Entries must be for two-dimensional work in such media as painting, mixed-media, drawing, printmaking, fiber, textiles and photography. Submitted two-dimensional works of art may have maximum dimensions of 36 inches x 48 inches vertical or horizontal, including mat and frame. Artwork must be matted (as appropriate), framed and wired for installation purposes. Individual works may have a maximum weight of 75 pounds.

All entries must be sent to Linda Forman, United Hebrew Geriatric Center, 391 Pelham Road, New Rochelle, NY 10805. Electronic submissions may be sent to [beautifulaging@gmail.com](mailto:beautifulaging@gmail.com) with the subject line "Beautiful Aging submission."

For complete contest guidelines and details, and for a submission form, please visit [www.uhgc.org](http://www.uhgc.org).

United Hebrew Geriatric Center is located at 391 Pelham Road, New Rochelle, New York 10801. For further information, please contact Linda Forman at 914.632.2804 x224, e-mail [lforman@uhgc.org](mailto:lforman@uhgc.org), or visit [www.uhgc.org](http://www.uhgc.org).

**About United Hebrew Geriatric Center:** United Hebrew Geriatric Center (UHGC) is a vibrant not-for-profit, non-sectarian, multi-service senior living campus serving the Westchester metropolitan area since 1919. UHGC offers a rich array of skilled and community-based programs and services that encourages and supports a life of dignity and spirituality and promotes the highest possible quality of life. UHGC serves over 600 clients daily in its campus facilities -- Willow Towers, a 126-unit assisted living residence; a 270-bed Nursing Home; the 135-unit Low-Savin Apartments for seniors; a Long Term Home Health Care Program; and the Azor Home Health Agency. Its newest project, the renovation and expansion of its nursing home facility, combines world-class care with state-of-the-art features.

**FOR MORE INFORMATION CONTACT:**

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