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Press Release

FOR IMMEDIATE RELEASE

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Willow Towers Assisted Living Hosts Intergenerational Holiday Programs

New Rochelle, NY (February 5, 2009) - Willow Towers Assisted Living, part of the United Hebrew Geriatric Center senior living campus, recently hosted an intergenerational Hanukah celebration with visitors from the Beth El Synagogue Hebrew high school Tikum Olam class. In partnership with DOROT, the celebration included a menorah display, dinner and festive song. This is the second visit to Willow Towers as part of a new partnership of holiday programming which enhances the lives of older adults and brings generations together. The teens from Beth El perform community service by interacting in a positive and fulfilling way around holiday activities, helping to serve dinner to Willow Towers residents, friendly visiting and sharing stories. Rabbi Sirner enriched the visit by reciting the prayer for lighting the Hanukah candles.

“We are thrilled to be part of this partnership with Beth El Synagogue and DOROT. The interaction between seniors and teens is a positive experience for all involved. Our residents love the young smiling faces and the opportunity to share happy occasions together. We hope to expand the program into our new nursing and rehabilitation center this spring.” Said Rita Mabli, United Hebrew Geriatric Center President/CEO.

Photo attached: Willow Towers Assisted Living hosted an intergenerational Hanukah visit from Beth El Synagogue Hebrew High School class with Rabbi Melvin Sirner (far right), Religious School Director, Ilana Davidov (2nd from far left) and Erica Leventhal, Religious School Teacher (Far Left).

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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